

PATENT INSIGHTS: NATURAL EXFOLIATORS

Natural exfoliators create new self-care experiences and 'conscious' messaging to strengthen brand credentials with consumers.



A Mintel Analyst, Global Analyst



Report Content



- At a glance
- Mintel recommends

WHAT CONSUMERS WANT AND WHY

- Younger women look for exfoliating solutions
- US interest of body scrubs and facial cleansers grows
 - Graph 1: social media mentions of exfoliating skincare products on Instagram, Pinterest and Twitter, Jan 2019-Dec 2020

PRODUCT INNOVATION TRENDS

- Exfoliating claim for body and face increases in major markets across the globe
 - Graph 2: new facial cleanser (F) and bodycare (B) launches with 'exfoliating' claim, 2018-2020
- Different types of exfoliating systems
- Ampoule format adds exfoliation to the anti-ageing base
 - Graph 3: new facial care ampoules with 'exfoliating' claim*, 2017-2020
- Exfoliating actives expand breadth of anti-ageing ampoules

PATENT LANDSCAPE

- Global patent activity of technologies specified for cosmetic exfoliation
 - Graph 4: patent families of exfoliating cosmetic compositions,* by year, Jan 2010-Oct 2020
- South Korea stands out with the most granted patents of cosmetic exfoliating compositions
- South Korea's LG Household & Healthcare has accumulated largest active patent family on cosmetic exfoliating compositions
 - Graph 5: top organizations with active patent families describing cosmetic exfoliating ingredients*, October 2020

NATURAL EXFOLIATING COMPOSITIONS TAP INTO THE WELLBEING TREND

- Tap into growing interest in probiotics with expanded benefits
 - Graph 6: awareness of probiotics in BPC products, by generation, July 2020
- Probiotic fermented fruit extracts offer new set of naturally produced exfoliants
- Upcycling waste garners purchase interest across globe
 - Graph 7: consumers would buy a product made from organic waste generated by other industries (eg food service, pharmaceuticals), Dec 2019
- Natural exfoliators replace plastic microbeads

Patent insights: natural exfoliators

- Improve skin exfoliation with enzyme booster
- Brighten skin with natural exfoliators
 - Graph 8: claims that are most important for women choosing anti-ageing skincare product, Feb 2019
- Explore new nano-actives for exfoliation

FUTURE PERSPECTIVES

- Natural exfoliators expand beauty narratives beyond AHAs

APPENDIX

- Research methodology
- Exfoliation patent filings
- Exfoliation patent filings contd.
- Contribution
- Shape your future with Mintel bespoke patent analysis

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