

# THE FUTURE OF BEAUTY & PERSONAL CARE: 2022

Changing lifestyles lead to big impacts on consumers' relationship to beauty as we move into the next year and beyond.



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# Report Content



- The now, the next and beyond

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Taking action for the greater good

- Young climate activists demand immediate action
- Sustainability targets are looming
- Don't sell fear – share joy
- The ethical aspects of sustainability
- Highlight measurable metrics for true transparency
- Sharing sustainable solutions – a collective step forward
- Create lasting value, not just goal setting

### The second self: shifting identities

- Online avatars become a reflection of identity
- Representation in the online world builds trust offline
- Direct-to-avatar
- Build a virtual representation
- Mr. L'Oréal is unreal
- The merging of the digital and the physical will encourage conscious consumerism
- Helping humanity with virtual fashion
- Tech brings focus to the emotional side of beauty
- Nose Shop x KAORIUM

### Breaking all of the rules

- Beauty undefined
- Reclaiming beauty through cultural traditions
- Breaking free from idealistic (and often exclusive) beauty standards
- Cultural appreciation vs appropriation
- Reignite the power of tradition
- Changing the conversation toward positivity
- Embrace Goldilocks beauty
- Overconsumption is out; simplification is in
- To your local neighborhood: boost accessibility

## IN FIVE YEARS AND BEYOND

### The future is digital

- Where people go, brands will follow
- Craft a digital ecosystem
- Redefine luxury by increasing exclusivity while caring for the environment
- Beauty enters the NFT space with experimentation in mind
- A new way for super fans to be a part of the brands they love
- Create momentum with NFT "drops"
- Meta-fluencers

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