

THE FUTURE OF FACIAL SKINCARE: 2023

Shoppers need proven value, convenience and efficacy from their routines. Drive the industry forward with novel solutions inspired by biotech and psychodermatology.



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Report Content



WHAT YOU NEED TO KNOW

- Where we are now
- Mintel recommends: in the next two years
- Mintel recommends: in five years and beyond

IN THE NEXT TWO YEARS

Tap into discretionary spending with value

- The four Pillars of Value
- Redefine the value of beauty
- Support intentional shopping behaviors
- Cater to consumer demand for efficacy and expertise
- De-influence to put trust at the center of conversations
- Reimagine community engagement with new technology
- Tap into the less-is-more trend of "skiminalism"
- Maximize minimalist skincare offerings
- Prove personalization opportunities with predictive modeling
- Adhere to the evolving rules of engagement
- Blur phygital boundaries to prove value and drive sales
- Coordinate phygital experiences to provide access to all
- Prove value to ensure success for DTC brands
- Facilitate in-store navigation to better serve shoppers

Leverage passive beauty to capture dedicated customers

- Highlight solutions with consistent, long-lasting results
- Prescribe professional treatments to the masses
- Push innovation through elevated wellness services and spas
- Support a hybrid wellness maintenance routine
 - Graph 1: consumer intent toward professional services in the next year, by market, 2023
- Provide guilt-free indulgences with evolved home beauty treatments
- Leverage the passive benefits of masking
- Procedure-inspired skincare

Capitalize on the benefits of proven ingredients

- Adopt new strategies to increase consumer confidence and education

The Future of Facial Skincare: 2023

- Explore skincare featuring novel delivery systems to improve the efficacy of proven ingredients
- Emerging: exosome technology
- Emerging: beta-nicotinamide mononucleotide (NMN)
- Improve supply chain resiliency
- Address the democratization of claims
- Don't disregard dupe culture
- Broaden the benefits of protection claims
- Anti-pollution marketing messages promote a range of benefits
- Protect and treat skin with acne patches
- Evolve environmental protection claims
- Connect protection to inside-out beauty

IN THE NEXT FIVE YEARS

Harness the feel-good science of skincare to engage consumers

- The benefits of healthy skin go deeper than surface level
- Give merit and proof to psychodermatology
- Deepen the relationship between sleep and skin health
- Extend products' feel-good benefits to include the ecological impact
- Rethink responsible business practices
- Embrace a closed loop system
- Smarter, science-driven skincare

KEY TAKEAWAYS

- Key takeaways

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