

THE FUTURE OF FACIAL SKINCARE: 2024

The future is in skin preservation and longevity, while dermocosmetics is poised to be the new luxury. Long-term opportunities lie in renovation vs innovation.



Andrew McDougall,
Global Beauty & Personal
Care Analyst



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

Beyond youth: switch to skin longevity to drive consumer spend

- We're all living longer
- Beyond anti-ageing: longevity is the NEXT frontier in skin health
- Elevate the science in skin longevity
- Ingredient spotlight: use ATP to shift the narrative to 'energising'
- ATP can appeal to cautious facial skincare users
- Help build stronger, more resilient skin
- Use 'skin cycling' to drive brand loyalty to new levels
- Reach a male audience with slugging trends
- Avoid being part of the problem – skin health education can aid brand protection
- Set the category alight with inflammaging claims
- Expand 'slow ageing' claims
- Focus on specific longevity factors like inflammation, oxidative stress and DNA damage
- Regional perspective: increase your voice on tech, protection and a holistic approach to succeed in a congested global environment

Dermocosmetics is the new power spend

- Why dermocosmetics are the new luxury
- Various factors impact the appeal of dermocosmetics
- Use high ingredient concentrations to drive efficacy
- Unlock derm opportunities for younger consumers with comprehensive acne care
- Justify consumer spend with ingredient innovation and enhanced claims
 - Graph 1: beauty enhancement claims in dermocosmetic launches, 2019 vs 2023
- Consumers look for approval from professionals
- Embrace the growing acceptance of cosmetic surgery
- Prolong the benefits of clinical treatments
- Emphasise the important functional benefits of post-surgery skincare
 - Graph 2: sought benefits from facial-skin-repairing products following invasive surgeries, 2023

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- Highlight specific ingredients and their roles in recovery
- Tailor post-procedure care for sensitive skin needs
- 'Medicalised' skincare offerings present a trade-up opportunity
- Shift the focus to skin management in China
- Regional perspective: dermocosmetics is a rising consumer spend globally

Skin wellness and the connected experience

- Embrace the mind-body connection to stand out in a competitive market
- Psychodermatology in focus
- How skincare brands approach mental health
- New frontier of neurocosmetics will capture future spend
- Adaptogens are poised for a revival
- Changing routines: less can be more in facial skincare
- Help consumers look their best with skin-health diets and nutrients
 - Graph 3: beauty and personal care attitudes*, 2021 & 2023
- Emphasise the value of personalised nutrition
- Leverage technology to create personalised skincare routines and track progress
- Explore connected devices to capture the growing market for emotion-based skincare
- Tech advancements mean blue light damage is the new health target
- Global perspective: consumers in all regions seek relaxation, wellbeing and healthy skin

IN FIVE YEARS AND BEYOND

Win market share by renovating claims and ingredients for new skincare stories

- Help people make the most of the current skincare options
- Use evidence to cut through marketing jargon
- How brands explain function is key
- Highlight familiar in-demand facial skincare ingredients
- Appeal to consumers' results-driven nature
- Give well-known ingredients a technical edge
- Go beyond the INCI list and share the molecular weight
- Take advantage of advanced delivery systems
- Effective claim communication can address the ambiguity around 'clean'
- Safety-conscious consumers
- Use devices for a personalised approach, communicating efficacy
- Product testing continues to be a significant obstacle despite progress in inclusivity efforts
- Increase skintone representation in clinical trials
- Global perspective: focus on perfecting existing products and practices to ensure high-quality offerings

KEY TAKEAWAYS

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UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850