

BEAUTY'S BRIGHTEST TRENDS

A look into 2022 and beyond

eKline



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With 2021 squarely in the rearview mirror, we are identifying which trends will impact the new year, bringing heretofore unseen changes and curveballs.

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Among 2022's most significant: beauty giants finding power in sustainability transitions, brands making strides toward social and environmental justice, growing expectations of professional hair care consumers and stylists, a rise in consumer spending on higher-priced products, and beauty retailers adapting to new consumer behavior.

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So what else is on the horizon? In *Beauty's Brightest Trends: A Look Into 2022 and Beyond*, we answer that question — and much more.

Beauty Trends





Online or in-store? Beauty retailers of the future will be adapting to the new shopping habits of consumers

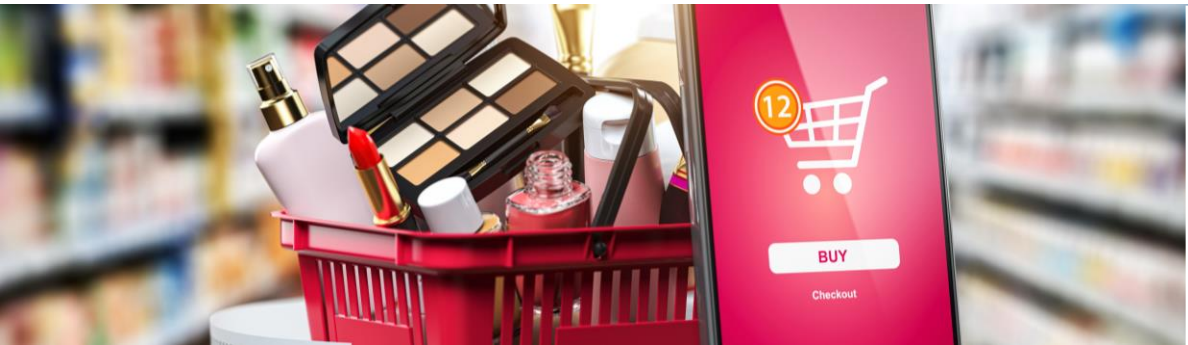


Brick-and-mortar Rebound

With increased vaccinations, the lifting of mandates that required mask-wearing and social distancing, and a return to offices and travel, consumers will once again be visiting stores to play catchup on the time they were stuck at home.

Off-Mall Retailers

Notable department stores have looked to open new concepts, offering a more curated assortment of products from a variety of categories. Meanwhile, department stores aren't the only type of retailer looking to revamp their strategy, as Sephora and Bath & Body Works are also looking to off-mall locations and open free-standing stores.



E-commerce to Stay the Leading Channel

Stores are becoming more digitally oriented with a wider adoption of assisted virtual selling tools, such as affiliate programs. Retail will work to be more digital as new ways of doing business become mainstream in lieu of physical-store visits.



In-person professional aesthetic treatments are making a strong comeback; however, investments in digital initiatives are still on the radar



Digital initiatives will continue to be a driving force, as many consumers have adjusted to new purchasing patterns. Still, **salons and doctors' offices will return to normal** activity levels as restrictions are beginning to ease.

E-commerce platforms rescued marketers' at-home devices during the pandemic, allowing them to continue making their products available to consumers. Amazon is the major e-tailer driving growth in this segment; anti-aging remains the fastest-growing category in the United States.

Although many wonder if society will ever return to “normal,” we forecast that consumer spending on in-office aesthetic treatments, including Botox and fillers, will be up by nearly 25% in 2022. Body-focused treatments, such as cellulite treatment and CoolSculpting, are also expected to see strong gains this year.

Marketers and professionals will continue to provide new avenues for consumers to replenish their professional skin care products. Virtual consultations were offered by marketers, as well as physicians, and estheticians. Marketers introduced doorship programs to help support sales through professional doors.

» Beauty giants are finding power in sustainability transitions

Sustainability is gaining momentum for 2030. The movement found its footing through small indie brands but now has expanded to key market players internationally. **L'Oréal, Henkel, Unilever, LVMH, and Natura &Co** joined forces to create a sustainability scoring system for their products and ensure that consumers will have clear, transparent, and comparable environmental impact information based on one science-based methodology.

JOHNSON & JOHNSON set “sky-high” goals for itself, moving toward sourcing 100% of its electricity needs from renewable sources by 2025 and achieving carbon neutrality for its operations by 2030.

NATURA has pledged to enforce full traceability and/or certification within its supply chains by 2025.

Estée Lauder Companies has committed itself to at least 90% of its palm-based ingredients being certified sustainable.

PROCTER & GAMBLE is working to ensure that 100% of its product packaging will be recyclable by 2030.

From skin care to hair care, an increased focus on self-care rituals and safe, clean ingredients is leading to the beauty industry's bold pivot to wellness

- Categories catering to self-care, such as multicultural hair care and personal cleansing, were on the rise and are expected to continue to see growth.
- Facial skin care continued to be the leading category, and sales are expected to rebound significantly. Innovations in product formats and ingredients will drive interest in natural and clean facial skin care.
- Consumers favor products that are wellness-oriented, which is especially seen in the rise of soothing products, designed to repair damaged or irritated skin, and clean beauty claims.





From skin care to hair care, an increased focus on self-care rituals and safe, clean ingredients is leading to the beauty industry's bold pivot to wellness (continued)



- Retailers and brands alike will continue to establish stricter ingredient standards, resulting in cleaner, more natural new brand entrants and product reformulations.
- Clean beauty claims will continue to penetrate categories, such as makeup and fragrances, dominated by conventional players.
- A number of major hair care brands, including Aveda and Davines, are introducing cleansing bars, as most shampoo pucks are made from natural ingredients.

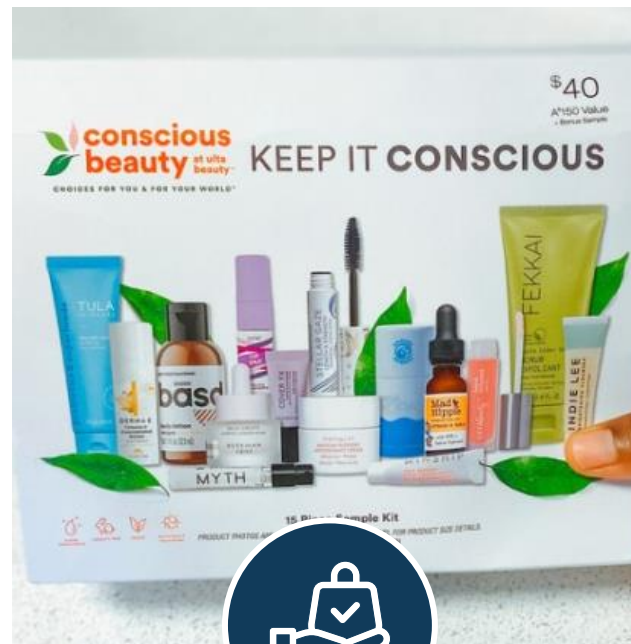
Beauty brands are making strides toward social and environmental justice



BUILDING A SUPPORT SYSTEM FOR BLACK-OWNED BEAUTY BRANDS



Mielle Organics shared content from its followers and fans to the brand's TikTok account



CRUELTY-FREE AND VEGAN PRODUCTS TO PROMOTE THE WELFARE OF ANIMALS



Ulta expanded the number of clean brands they carry as part of Conscious Beauty at Ulta



EMBRACING GENDER-FLUID BEAUTY AND NEUTRAL STYLES



Snif offers luxury-level scents and perfumes that are unisex and targeted towards Gen Z buyers.



RESPONSIBLE SOURCING, BIODEGRADABLE PACKAGING, AND WATERLESS BEAUTY



Lush continues to minimize the water usage with the face and body mask, and its make-up range

There are growing expectations from professional hair care consumers and stylists, including demands for product diversity and self-care treatment products

- The “skinification” of hair, in which consumers practice self-care through multi-step routines, is continuing to become an even more prominent trend.
- As the number of salons dropped, more stylists are shifting to an independent model. Self-employed hairstylists will mostly prefer less-expensive professional hair products.
- Multicultural and textured hair care products are fast-growing categories, while self-care products that focus on healing and maintaining the hair are trending.
- Marketers with wider distribution networks and social media presence are expected to rebound faster.



➤ Consumer spending on higher-priced products is on the rise



- Price and value-added services are more important in the professional skin care industry. We expect to see a rebound of hotel and resort spas through 2025.
- A total of 75% of physicians who participated in our survey indicated an increase in revenue for professional skin care products; more than 80% of physicians have observed an increase in patient spend per visit on professional skin care products.
- Traditional nail polishes were also a bright spot, as consumers opted for premium-quality products that were easy to use and remove at home.

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