

FROM SKIPCARE TO PROBIOTIC DEODORANTS: THE BIGGEST INSIGHTS FROM COSMOPROF NORTH AMERICA 2023

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Emerging and Declining Trends:

"For continuing trends, the nail category is showing significant growth in many areas: nail care, press-on nails, art pens, art-inspired nail decoration such as Sally Hansen's Keith Haring collaboration and elaborate nail art with jewels, pearls, and metal trimming.

Sleep solutions continue to show up. Products from fragrance to ingestibles to environmental factors such as light, sound, temperature, and bedding are ready to solve every consumer's sleep challenges. It's close to a \$50B business, so there's plenty of interest.

There are many new entries in the fragrance category of high-end, sophisticated fragrances, with high oil concentration, private mold bottles, and engaging graphics, like Altra Profuture. We're seeing many new ways of creating and blending notes for an unexpected olfactory result. Consumers are very receptive to these innovations and ready to spend and experiment.

The sexual health and intimate care market is another area that continues to trend. There are several new entries caring for body parts we didn't realize needed so much attention. Plenty of consumer interest and growth in the category.

As we're all seeing, technology is here, growing, not going away. AI is happening all around us and the beauty industry is no exception. We're just beginning to realize the potential.

Simplification is another continuing trend. Focus, filter, curate, less stuff, less inventory, fewer ingredients ... the list goes on. It may not be for everyone, but the notion of simplifying our lives, as well as our beauty regimens, is a powerful concept.

Finally, the industry and the consumer are beginning to understand the value of synthetic and biomimetic ingredients. Just because an ingredient came from a plant, doesn't make it safe or efficacious. Lots of education is needed here.

Sustainability is still at the top of everyone's wish list, from suppliers to consumers and every link along the supply chain. We still have severe limitations and a huge learning curve, but at least we're talking: recycle, upcycle, repurpose, compost, biodegrade ... lots to explore."

Buzzworthy Brands:

"There is no sign of the launch pace slowing. It's amazing, mystifying, and energizing! Unexpected product formats and textures continue to pop up. Many of them morph and shift as the product is used: balm to oil, gel to oil, oil to foam when wet, butter to lather when wet. Surprise and delight, that's the goal. Give the consumer a rich experience and something to chat about on social media.

Niche is the new luxury. The luxury consumer is very much alive and well. She/he is looking for new ways to *be* a luxury consumer. It's challenging for brands and retailers to accommodate the big ask: exclusive, high quality, aspirational, handcrafted, experiential. Still a work in progress.

My brands to watch are: Saints & Sinners, Dye Candy, Tower Beauty, Bastille Parfums, ISAMAYA Beauty, and La Rosée."

Future Investor Interest:

"Plenty of financial experts feel we've maxed out with beauty investments. I'm not seeing that. There's strong interest from many parts of the investment community in the beauty category for many reasons: growth continues. Consumers are engaged and shopping. Innovation is happening in different ways: it may be a new product format, delivery system, or even a new approach to building a brand's community. The beauty industry shows no signs of slowing."