



Data is King

Move beyond basic keywords on Amazon. Dive deep into long-tail searches and leverage reviews to climb the rankings. Using data strategically can significantly boost your brand's visibility.



Clean Beauty is the New Luxury

Consumers crave transparency – where products come from and how they're made matters more than ever. Building trust through ethical sourcing and ingredient education is key to winning over customers.



Prepare for Hyper-Personalization

AI-powered beauty experiences tailored to individual needs are on the horizon. The future of beauty lies in offering bespoke recommendations and routines that cater to the unique customer.



Gen Z Holds the Keys to the Castle

Brands with a strong social media presence and a loyal Gen Z following are M&A gold. Cultivate a vibrant online community and connect authentically with younger demographics to stand out.



Micro-Influencers are the Future

Move away from mega-influencers and partner with passionate creators who have smaller, but highly engaged audiences. Authenticity resonates more than celebrity endorsements, allowing you to tap into niche markets.



Beauty with a Cause Sells

Align your brand with social or environmental initiatives to connect with values-driven Gen Z who are passionate about making a difference. Social responsibility is no longer a bonus, it's an expectation.



Authenticity is Key

Instead of staged content, embrace realness and partner with influencers who embody your brand values to create relatable content. Social listening tools are your secret weapon to understanding your target market's needs and preferences.



Short-Form Video is Here to Stay

Embrace platforms like TikTok and Instagram Reels to reach younger demographics with engaging and informative content. Adapt your strategy to capture attention in a short timeframe.

trend report



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