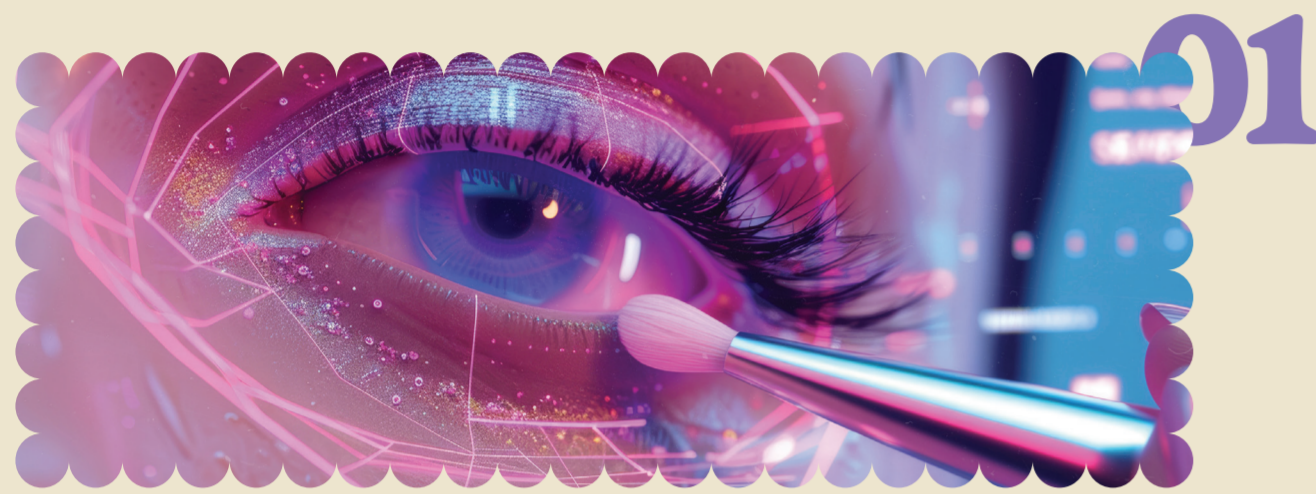


2025 GLOBAL BEAUTY AND PERSONAL CARE TRENDS



01

(MY) KNOWLEDGE IS POWER

Consumers will work smarter (not harder), combining knowledge, tools and technology to achieve personalised solutions for superior results.

Consumers are taking control of their routines in 2025 by hacking traditional practices, embracing biotech innovations, and leveraging AI for tailored, results-oriented beauty, emphasising individuality and long-term skin health.

The focus on ingredient safety will expand, with consumers paying more attention to environmental factors like water and air quality.

“Working smarter, not harder, for beauty is about maximising effectiveness with minimal effort, like repurposing self-tanners as bronzers or using Vaseline for skin ‘slugging’.”



Source: Mintel Global Consumer, The Holistic Consumer, March 2024



Source: kose-usa.com

KOSÉ
KOSÉ Corporation, with Niigata University, has developed a three-dimensional epithelial model that reproduces a portion of the human lip using cell culture. This will make it possible to verify efficacy and safety evaluations of cosmetic ingredients and products on a structure more similar to a real lip.



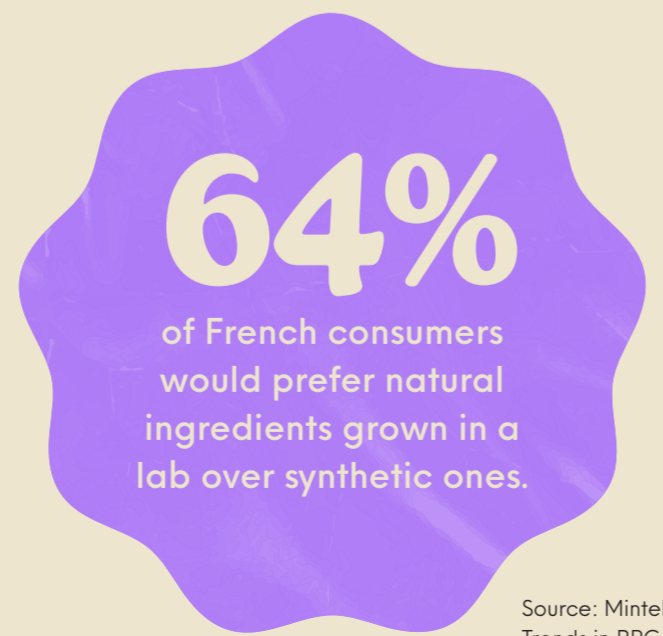
02

TURNING THE TIDE

With the effect of climate change becoming more evident, brands will be expected to consider eco-ethical implications as consumers demand a seamless connection between ethical practices and high-performance beauty solutions.

Sustainability in beauty is no longer optional; it's a baseline expectation.

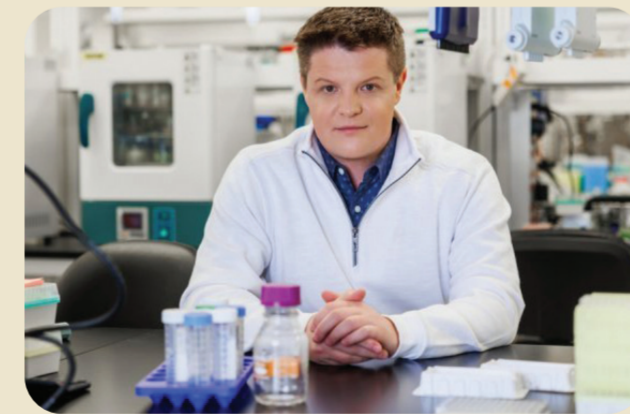
“To stand out in a competitive market, brands will integrate sustainability into their core identity, ensuring these efforts resonate with consumers.”



Source: Mintel, Ingredients Trends in BPC, Europe, 2024

Consumers are demanding products that not only deliver on performance but also prioritise environmental responsibility.

Emerging techniques like bio-pharming and advanced agriculture will drive ingredient upcycling, transforming waste into valuable resources.



Source: premiumbeautynews.com

Debut and L'Oréal
Debut, a California-based biotechnology startup, has signed an agreement with L'Oréal to develop more than a dozen key bio-identical ingredients that will replace conventionally sourced ingredients currently used in the skin, haircare and makeup products and fragrances.



03

THINK SLOW, MOVE FAST

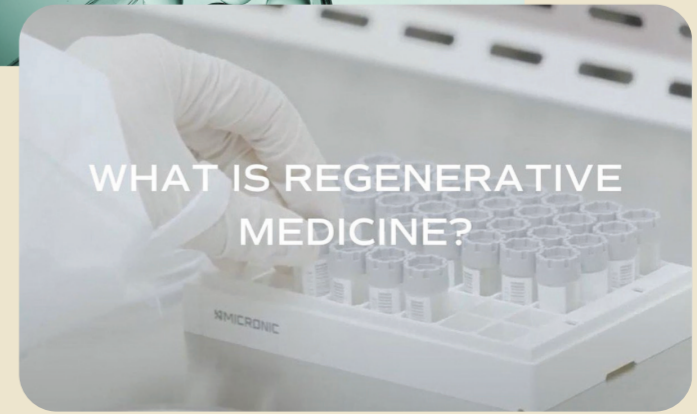
Emphasising prevention over repair and embracing simplicity, consumers will start their 'routines' sooner in life, integrating nostalgic and sensory-rich experiences in pursuit of personalised skincare.

As a counterbalance to the fast-paced beauty industry, consumers are increasingly drawn to a more mindful, long-term approach to skincare and beauty. Instead of seeking quick fixes, consumers are looking for products that offer gradual, lasting results.



Source: Mintel Global Consumer, Beauty, Personal Care & Household, March 2024

Brands will also need to adapt to the growing trend of slow living by aligning their innovation cycles with more sustainable and mindful consumption patterns. This means creating products that are not only effective but also designed for underconsumption, catering to budget-conscious consumers who are increasingly selective about their purchases.



WHAT IS REGENERATIVE MEDICINE?

Acorn Labs
Acorn Labs offers a non-invasive cell preservation service that involves harvesting and freezing cells from hair follicles for personalized regenerative medicine.

Source: @acornbiolabs via Instagram