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**Predicting
the future
with precision.
We'll tell you
what's next
in beauty and
personal care.**

Stay ahead of the curve by learning what's new and next in global consumer behaviour. Discover what trends will drive growth for beauty and personal care brands in 2025 and beyond. Download Mintel's free 2025 Global Beauty and Personal Care Trends today!



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Leap.

Game-changing Market Intelligence AI that instantly answers your most complex questions.

Mintel Leap is the closed-loop, generative AI tool built exclusively on Mintel's proprietary research and expert human analysis. With speed, quality and accuracy, Mintel Leap delivers research and recommendations on people, products and categories.

- Billions of data points and years of Mintel analyst expertise summarised in seconds.
- Fundamentally streamlines how your business will conduct research.
- Vital for businesses to drive operational efficiency, and inform their innovation and marketing strategies.

