

# ROUND-UP 2024

## CONSUMER TRENDS

### February

The absolute quest for well-being

The McKinsey study shows the rise of the concept of "feeling good in body and mind" as a **life goal** for consumers (survey of over 5,000 individuals in China, the UK and the USA). **Generations Z and Y** invest more in their comfort than their elders (cosmetics + sport).

2 trends to be articulated around well-being:

1. The use of artificial intelligence to design **hyper-personalized skincare** (preferred by 1/3 of American Millennials).
2. The **proven effectiveness of products** (essential purchasing factor for 1/2 of Britons).



### March

The macro-trends of 2024

Dynvibe presents:

The informed consumer - they turn to "**skinfluencers**" (dermatologists, doctors, estheticians...) who popularize complex subjects. They have a strong following on social networks, with an **engagement rate 5 times higher than normal**. Skinfluencers highlight trends and popularize brands.

Super performance - consumers, now even more expert, are looking for truly effective skincare, with **hydration** as their top priority. Many are taking the leap towards **aesthetic procedures**, and are looking for skincare **products that prepare their skin beforehand and reinforce the effects afterwards**.

Blurring the lines - consumers understand that healthy skin requires a **holistic approach**. Cosmetics brands are therefore beginning to offer **dietary supplements** to enhance the effect of their routines.

**Body products are also getting "skinified"**: their formulas are modelled on face care products, with **active ingredients** (retinol, BHA, etc.) to address specific skin problems.

The end of taboos - brands are beginning to take on the subjects of **menstruation** and **skin during the hormonal cycle**.



### April

Cool & relax

Mintel takes stock of the "care & relaxation" trend. 89% of Chinese people sleep well to reduce stress. 95% of Indonesians feel more confident when they're well groomed. 79% of French people believe that good eating habits are as important as a good skin care routine.

As a result, some brands are investing in the **neurocosmetics** segment: products that offer **benefits to both body and mind**. To promote this segment, Mintel recommends providing **scientific proof** of the claimed benefits (as 33% of Americans are prepared to pay more for "**mood-boosting**" skincare lines).



### April

The "beauty sleep"

Study by Cosmetic Design-Asia -

During sleep, cells renew themselves. When the body doesn't get its quota of rest, the epidermis doesn't have time to repair itself: less moisturized, less supple, less elastic, collagen production impacted...

In France, 45% of citizens say they need 9h of sleep to be in shape, 33% sleep 7h/night and only 49% are happy with their sleep.

The cause: the smartphone (74%), anxiety (33%), work-related worries (33%).

This is where the "**Cosme-sleep**" comes in: **the link between beauty and sleep**.

Actors use ingredients such as **melatonin** (to help regulate circadian rhythms), **gamma-aminobutyric acid** (to promote relaxation) or **adaptogenic plants** (to relieve stress) in their formulas.

They also educate consumers to perform **massages** when applying skincare products.

But beware of claims: a skincare product may improve the skin's appearance overnight, but cannot act on physiology.



### May

Simple & efficient

Mintel gives its advice to brands on how to improve their sales strategies in these inflationary times: focus on the **simplicity of communication** and the **effectiveness of products**. Above all, consumers are looking for results.

**Speeches** must be **scientific**, transparently explaining the science behind the formula.

All this, with a **minimalist** approach in order to be clear and pragmatic.

### May



Simple pleasures: the new consumer mantra

WGSN publishes its 2026 trend book with a new consumer typology: the **Gleamers**.

These are the **pioneers** of more **sustainable** and affordable lifestyles.

They are **pragmatic**, want to get back to **basics**, like to take care of themselves and don't intend to burn themselves out at work:

"Make care (of yourself, others and the planet) your life's purpose, and explore how your business can encourage gentler, healthier habits".

They need products/services/experiences that make small but **significant improvements** to everyday life and offer **tangible** satisfaction.

They turn to brands that deliver joy (49%) and a strong sense of **ethics**.

### June



"Lifelong care": a new long-term movement

Beautystreams conceptualizes the idea of **skincare that accompanies consumers throughout their lives**, adapting formulas/packs/galeries to **universal biological changes** (hormonal disturbances, skin modification, diminished sensory perceptions, etc.).

The movement is based on 3 sub-trends:

1. **Increasing longevity** of the population, which demands **inclusivity** and **positivism** for all age groups.
2. **Unique expectations** for each consumer, which can now be **targeted** thanks to **new technologies**.
3. The importance of cosmetics synergy for the act of purchase: texture, fragrance and packaging must therefore **adapt and innovate for each category of the population**.

### June



Social transformations and cosmetics

Cosmetics Inspiration et Création and Sociovision explain the implications of societal movements on the emergence of new trends.

Change in the relationship with time - consumers are increasingly **pessimistic**: 73% of Americans believe that society is deteriorating. In cosmetics, this manifests itself in **hedonistic, subversive brands, far from the perfectionist aesthetics**. Brands are investing in the **travel** trend with **nomadic offers**.

Change in the relationship with the Earth - in response to the climate emergency, manufacturers are proposing a **less futile form of beauty**. Efforts are being made on **packaging (sustainable, reusable)**. The industry is looking into **biotechnologies** to minimize the negative impact on biodiversity.

Change in the relationship with science - 92% of Chinese believe that new technologies can solve our problems, but they are also perceived as a threat. In cosmetics, science is **raising consumer expectations in terms of service and personalization**.

Change in the relationship with others - with social networks, individuals are virtually connected with others, while at the same time being alone in reality. Cosmetics brands are responding by trying to **reconnect consumers in real life**, through "collective" treatment sessions that encourage customers to forge bonds.

### July



Most influential brands - summer 2024

Dynvibe scrutinizes 329 beauty influencers (French- and English-speaking) on social networks, analyzing publications posted on TikTok, Instagram, YouTube and Twitter.

Influential trends: **teen skincare, lip care, products that keep their promises**.

Top most-mentioned brands (with their flagship product):

- Kaja Beauty (Juicy Glass Instant Hydrating & Pumping Lip Oil)
- Gisou (Honey Infused Lip Oil)
- Bubble Skincare (Slam Dunk)
- Youth To The People (Superfood Skin Drip Smooth)
- Laneige (Lip Sleeping Mask Berry)
- Summer Fridays (Lip Butter Balm Pink Sugar)
- Rhode (Peptide Lip Tint Ribbon)
- Kosas (BB Burst Tinted Gel Cream)
- Sol de Janeiro (Brazilian Bum Bum Cream)
- Drunk Elephant (D-Bronzi anti-pollution)