

A grayscale photograph of a hand holding a black rope handle of a white shopping bag. The hand is positioned at the top right, and the bag is centered in the lower half of the frame.

**COSMETICS:**

**2025 TRENDS**

MINIBOOK 2025

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# Introduction

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In a fast-changing (and not always positive) society, brands need to adapt to new consumer expectations.

In recent years, a number of crises have shaken the public's daily lives: health, environmental, economic... All these disruptions have had an impact on household purchasing habits and brand expectations.

In 2025, three major trends will redefine the cosmetics landscape: the rise of technology, a greater quest for transparency on the part of brands, and a marked preference for simplicity. These changes reflect strong societal priorities, from the search for eco-responsible solutions to the adoption of technological innovations to facilitate beauty routines.

CosmeticOBS has designed this Minibook to help beauty professionals get to grips with their customers' desires.

It takes stock of the latest global and cosmetic consumer trends (based on the latest reports from leading forecasting firms such as Mintel, Euromonitor and Kantar).

It also highlights the best marketing strategies to implement.

# PURCHASING POWER, SUSTAINABILITY, WELL-BEING: EUROMONITOR'S 2025 FORECASTS

With 2024 drawing to a close, it's time for the trend agencies to give their predictions for the months ahead. The Euromonitor agency has just published its report for 2025. On the agenda for the coming months: a desire on the part of consumers to prioritise their well-being and keep an eye on their finances.

Euromonitor has identified several key trends for the coming months.

## Being in good health

"Burning the candle at both ends" is a state of mind that has gone out of fashion. On the contrary, consumers want to take care of themselves over the long term. A new vision of ageing is emerging. Consumers don't just want to live longer, they want to feel better for longer. And a majority of consumers believe they will be in better health in the coming years than they are today. Households expect preventive products and solutions that target specific needs. *"Brands can meet this demand with innovations that promote optimal well-being at every stage of life,"* says Euromonitor.

## Caution and prudence

In these inflationary times, households are watching their spending. Today, 72% of the general public say they are concerned about rising prices. When users make a purchase, it's to acquire a product of proven value and effectiveness. These decisions are strategic and intentional. In fact, the majority of consumers have done extensive research on products or services and only 18% said they often shop on impulse. *"Quality, functionality, convenience and price are all factors that influence customers,"* adds Euromonitor. *"This is particularly true for the beauty industry."* The forecasting firm also stresses the need to unite the consumer community through loyalty programmes. However, for this strategy to work, the benefits must be attractive (discounts, sneak previews, VIP events).

## Sustainability and logic

*"People continue to make choices that have a positive impact on the environment. But they are adopting a pragmatic mindset. Buying sustainable alternatives remains a conscious decision based on personal values, but consumers are also paying close attention to the key benefits these products bring them in relation to their needs,"* explains Euromonitor. *"Sustainability claims need to be backed up by tangible evidence. Brands cannot rest on their laurels. Convincing consumers to choose eco-friendly options means matching the right claims to the right products for the right audience."* Sustainability is no longer just a requirement for brand improvement, but a prerequisite for the innovation that drives growth.

## Less is more

Consumer society is hyper-competitive, and brands are vying with each other to bring new products to market. According to the trends consultancy, some consumers are tired of this race to innovate and would like to have access to a more limited range of products... but of high quality. *"Clear communication and an optimised user experience should be strategic priorities for standing out in a crowded market,"* advises Euromonitor. For example, to help buyers make the right choice, a clear display system on product packaging can prove effective. Consumers want to quickly and easily find the best products or services that really meet their needs. *"Trust plays a crucial role in their decision-making process, as customers turn to brands that deliver on their promises,"*