



**TRENDS 2024:
WHEN COSMETICS
GO HAND IN HAND WITH
AUTHENTICITY**

MINIBOOK 2024

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Introduction

The evolution of cosmetics trends reflects the upheavals in contemporary society. Consumers are subject to a multitude of crises (economic, social and ecological), creating a climate of permanent stress. In this uncertain context, cosmetics are asserting themselves as a refuge.

More than ever, consumer expectations are evolving. They are looking for routines that nurture their psychological and physical well-being.

As a result, perceptions of beauty are shifting away from the canons that have long reigned. More and more consumers are embracing their imperfections and even valuing their uniqueness.

They are also better able to cope with ageing. It's no longer a question of fighting the signs of time, but of aging with serenity and positivity.

These changes are redefining beauty standards, placing the emphasis on authenticity, benevolence and self-respect.

CosmeticOBS has designed this Minibook to help industry professionals understand the expectations of the general public. It takes stock of the latest market trends, and includes valuable insights from experts and forward-looking firms (Intel, Euromonitor, VML...).

This Minibook sheds light on the movements that will shake up the beauty industry in 2024, while keeping an eye on the trends that are likely to take hold in the years to come.

SOCIAL... AND COSMETIC TRANSFORMATIONS!

The CEW France organized its eighth *Journée de la Beauté* on June 5th 2024 (at the *Salons Hoche* in Paris). Leïla Rochet (Founder of *Cosmetics Inspiration et Création*) and Rémy Oudghiri (Sociologist and Managing Director at *Sociovision*) gave a two-voice presentation highlighting the direct implications of major societal movements on the emergence of new trends.

Every social upheaval has an effect on the beauty industry.

Between 1950 and 2000, it was the utopia of the consumer society. Growth was green. It was the era of progress and optimism, then of globalization.

According to Leïla Rochet, this period was punctuated by households' total trust in brands.

The time of ruptures took place between 2001/2007 (advent of social networks) and 2008/2015 with a notable acceleration in the uberization of the world. On the beauty front, the "indies brands" were given free rein to develop.

Today, the planet is in permanent crisis (ecological, social, economic, health). And in response to this constant stress, consumers are seeking well-being above all else.

To better understand contemporary upheavals, the two experts took a closer look at current events.

A new relationship with time

"*The future is fading,*" comments Rémy Oudghiri. "*The vision of the future is darkening in the West.*" Indeed, consumers are increasingly pessimistic: 73% of Americans believe that society is deteriorating in many respects. Only 27% think the world is getting better.

"*Working people are withdrawing into the present. They are no longer prepared to make sacrifices to secure their future.*"

For example, 69% of French people say they are determined to prioritize their private lives to the detriment of their professional careers.

This new relationship with time is reflected in cosmetics by brands with a hedonistic, subversive bias, far removed from the perfect aesthetic of the "Instagram clean girl".

Beauty players are also investing in the travel trend with a more nomadic offering.

A new relationship with the Earth

The general public is aware that natural resources are not inexhaustible. Faced with the ecological crisis, it's vital to take action... but many obstacles remain.

Some people are constrained by their finances, while others regret the lack of responsible solutions in their area.

In response to the climate emergency, manufacturers are proposing a more "*virtuous and less futile beauty. Much effort is being put into packaging (sustainable, reusable). The industry is also looking at biotechnologies, which are a real vector for innovation and which have no negative impact on biodiversity.*"

A new relationship with science

Can new technologies save us from the various crises we face? 92% of Chinese seem to believe so.

However, digital technology is also perceived as a threat. 65% of French people believe that artificial intelligence could endanger humanity, and 62% fear that one day it will do their work for them.

In cosmetics, the picture is not quite so bleak. On the contrary, science is raising consumer expectations in terms of service and personalization. The general public believes that new technologies can contribute to the design of ever more effective products.

A new relationship with others

Individualism is the order of the day. 64% of Chinese say they like to be alone. With the rise of social networks, individuals are constantly in contact with others, while leading a solitary lifestyle.

The beauty industry is responding to this trend by trying to reconnect consumers in real life. Many brands offer “collective” skincare sessions to encourage their customers to bond.

Cosmetics is an industry that adapts to contemporary changes. When the future is unpredictable, it becomes a refuge. When the environment is in danger, it becomes reasoned. When science is seen as a threat, it make the most of it.

Finally, when human beings turn in on themselves, it becomes a community.

THE VARIOUS QUESTS OF THE 2024 CONSUMER

Forecasting firm Mintel has just released its report on consumer behavior and habits for the year 2024. On the agenda: a desire to return to more human contact, an ever-stronger commitment to sustainability and a desire to redefine value.

Mintel has identified several trends.

Being human

New technologies are becoming an increasingly important part of everyday life. The general public rightly expects digital advances to automate certain non-value-added tasks in order to free up time. 48% of Germans recognize that technology can have a positive impact on productivity, and 25% of Japanese say they want to improve the way they do things by using digital tools.

However, there is a fear that the Metaverse and other artificial intelligences will contribute to a deterioration in human relations. So it's important to find a middle ground.

"As emerging technologies become more intuitive, consumers will embrace them and integrate them seamlessly into their work and daily lives," analyzes Mintel. "But there's no substitute for real interaction. While technology can improve productivity, brands will still need to invest in their people and their communities to continue to nurture relationships with their customers."

More than money

Consumers will re-evaluate what matters most to them, affecting not only what they want and need, but also their perception of value. They have increasingly different ideas of what constitutes the "quality" of a product or service. For example, 70% of Thais say they are attracted by skincare products formulated from natural ingredients, and are prepared to pay more for them.

The value of a brand, in the eyes of customers, is also defined by its commitments and its role in society (more than by what it sells, after all).

Consumers support companies that reflect their interests, but this attitude is double-edged: they also abandon those that no longer correspond to their convictions.

New green reality

"Consumers are confronted with the reality of an existential climate threat, which demands a radical and collective response." 77% of Chinese believe that cosmetics brands should take the lead in sustainable development. And the general public is distrustful of manufacturers' commitment: 60% of Americans believe that companies pretend to be eco-responsible, and 52% of Germans think that major groups lie about their environmental impact.

"Citizens are increasingly concerned about how brands report on their own sustainability performance," adds Mintel. "Consumers already have preconceptions about what it means to be sustainable or climate conscious. It is therefore necessary for manufacturers to clarify misconceptions about their practices."