

TRENDS SHAPING INDIA'S BEAUTY LANDSCAPE

A snapshot of the major trends set to impact the global beauty and personal care industry.

Presented at:
Cosmoprof India
14 June 2019



2019 Beauty & Personal Care Trends



Sub-Zero Waste

A whole new dawn is fast approaching for brands.



You 2.0

What to sell to the modern single consumer.

SUB-ZERO WASTE

Beauty & Personal Care businesses must switch to a whole new paradigm in terms of sustainability and zero-waste.



Read on [mintel.com](https://www.mintel.com)

The primary pledges



In 2018, China banned 24 types of imported waste sent for disposal

Native brands have built business on environmental policies **and have a stronger viewpoint.**

Unilever and L'Oréal both pledged to use 100% recyclable, reusable and compostable plastic by 2025; P&G committed to introducing 25% recycled plastic across 500 million bottles of haircare this year; while Avon has already achieved 95% of its goal to send zero waste to landfill.

Consumers still expect brands to take responsibility for their waste, and **will be attracted to those who facilitate the process for them.**

Consumers have ethical and environmental aspirations

Consumers are driven by sustainable goals.

PAY MORE

58%

of Chinese Mintropolitans*
say they are willing to pay
more for ethical brands

LIFESTYLE

24%

of Indian consumers are
motivated to live a more
'natural' lifestyle to support
environmentally conscious
businesses

IN CHINA

35%

of urban household waste is
the recycling target set for
2020**

Base:*China's affluent class; 3,000 Chinese internet users aged 18+; 3,000 Indian adults aged 18+

Source:KuRunData/Mintel; Ipsos Observer/Mintel; ** China Ministry of Housing and Urban-Rural Development



Read on [mintel.com](https://www.mintel.com)

Refill, repurpose, recycle and reinvent



Luxury French beauty brand L'Occitane en Provence is offering consumers a free space to **recycle empty product packs from any BPC brand** in selected US stores, in partnership with TerraCycle.

Consumers can now drop off the packaging at [participating L'Occitane](#) full-price retail locations across the country to prevent these items from going to landfill sites. In return, they will receive a 10% discount on any full-size product purchased the same day.

Circular beauty is the new sustainable beauty trend



Recycled milk bottle tops, Nourishing Coconut Body Wash

All of Soaper Duper's formulas are microbead-free and contained in recycled or recyclable plastic (recycled milk bottle tops).

Every purchase supports Water Aid, providing water to communities who need it.



Reusable makeup remover pads

Face Halo Makeup Remover, made of microfibre to completely remove all make-up using just water.

After you're done, just rub a little soap onto the pad, rinse and it's like new again. Also, can be put in the washing machine up to 200 times



Sugarcane tubes

Babe Multi-Purpose Beauty Balm

As well as providing a multi-tasking, makeup bag must-have, BYBI, have packaged their balms in totally plastic-free tubes. Instead, they're made from sugarcane and are entirely biodegradable.

WHAT WE THINK

- Consumers are paying a lot more attention to their impact on the planet, and climate change calls are more drastic.
- Native brands already have the upper hand as they built their business practices around this and can act quicker than larger established brands.
- **A bigger picture focus is needed throughout the whole BPC industry supply chain for a true zero-waste mentality.**



YOU 2.0



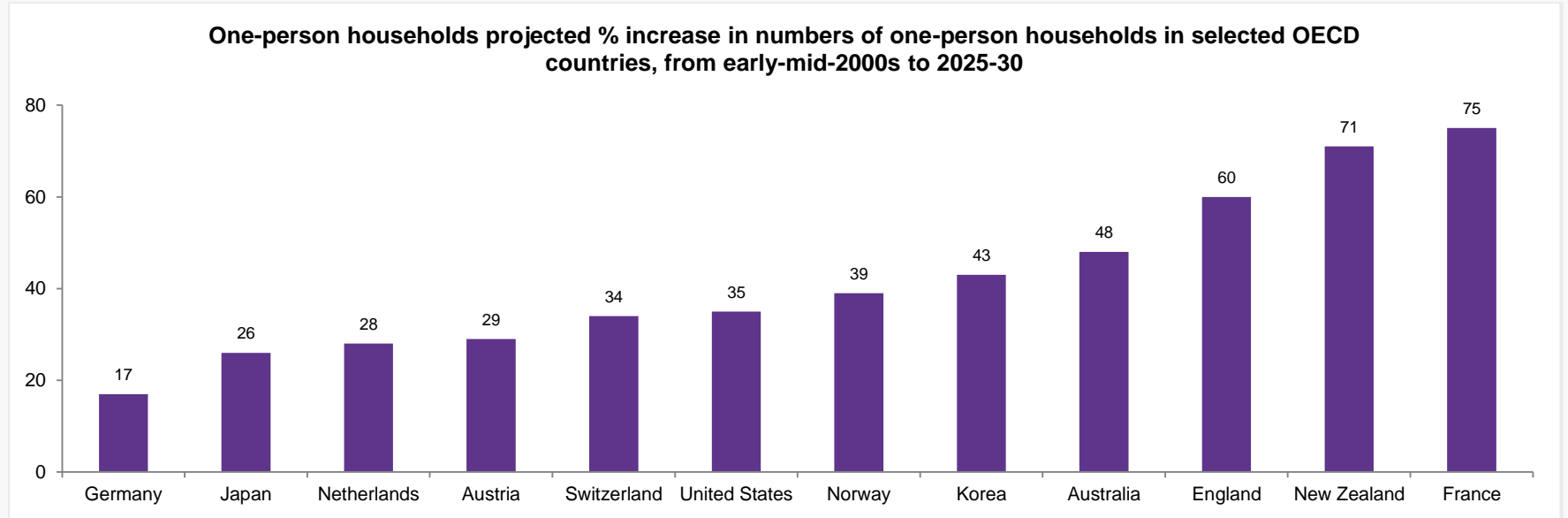
The rise of the single consumers is accelerating. Brands that adapt significant change will be the winners.

MINTEL

Read on [mintel.com](https://www.mintel.com)

Single households will become the norm, not the exception

According to OECD, single-person households will see massive growth by 2030.



Experiences are the new wealth

Single beauty consumers want to maximise their life experiences.

IN THE US

51%

of single consumers are more likely to try something new, and 43% are more prone to impromptu buying.

IN THE UK

43%

of single consumers will buy own-label beauty products so they can spend on luxury as well.

IN INDIA

16%

of single consumers have spent their extra money on a beauty treatment/ haircut.

Base: 1,868 US internet users aged 18+ (600 single, 1,268 married/living with a partner); 345 UK internet users aged 16+ who have bought own-label beauty products; 731 single population Indians aged 18+

Source: Lightspeed/Mintel; IPSOS Observer/Mintel



Read on [mintel.com](https://www.mintel.com)

Sell adaptive coping strategies



**Supermood One Minute
Facelift Serum**

Highlight the importance of adaptive coping strategies to enhance wellbeing and help consumers step out of their comfort zone with products that serve as a tool for such self-management.

Supermood's EgoBoost brand portfolio offers three different moods, which form an ecosystem of products that complement each other to balance physical and emotional wellbeing.

As the #Stayuplateskin concept will resonate with the lifestyles of many different consumer groups, this offers potential for new products with claims to boost self-esteem and confidence.

Make variety the business model

According to Nature Republic, sales of the Kiss My Mini Lipstick Kit, which was introduced in a small capacity, were about **30 times higher than the average sales volume of individual items**. Nature Republic sold six colours for the price for one product.

Packaging is only the beginning. Beyond the obvious small-sized products that consumers will gravitate towards, beauty brands are building variety-sizes and packs to allow these single consumers to **pick and choose according to their moods and preferences** without incurring an ecological or financial cost.

Inspired by fashion, the consumer will want to **create bar or catalogue-like options on their beauty shelf**. Deciding on the 'right' product size to cater to this layered need will fall onto BPC companies.



Build boosters for customisation

This is an evolution from Mintel 2018 Beauty Trend My Beauty, My Rules.

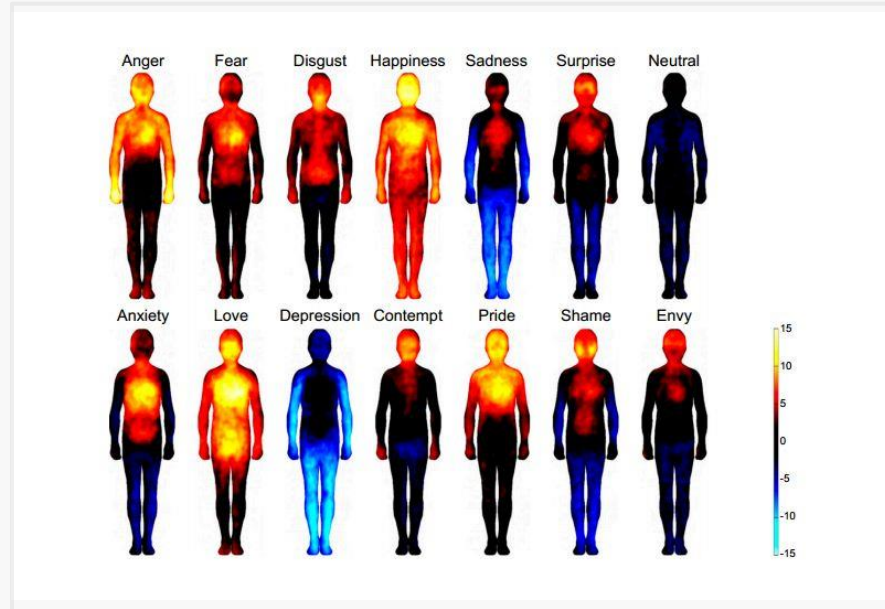


Schwarzkopf My Specialist allows consumers to personalise their haircare products.



Freewill offers made-to-order shampoo, conditioner and hair serum made with natural ingredients.

Identify new emotions and sensations



Brands that use a new world of vocabulary and understanding of emotions will flourish.

With a new emotional vocabulary, **brands can impact and manage the emotional states of their consumers** beyond the six recognised emotions (anger, fear, surprise, sadness, disgust and happiness) to create new feelings, such as 'beautiful' and 'comforted'.

A Finnish study asked 700 participants to watch films that would trigger various emotions and then mark where they felt increased activity on a digital drawing of the human body. Sadness and depression showed a noticeable lack of activity in the arms and legs. From this, the team created a body map of emotions (left) to highlight the mind-body connection, which covers feelings such as envy, surprise, anxiety and shame.

WHAT WE THINK

- By 2030, single households will become the mainstream and attitudes will not be about lonely solitude.
- New research reveals the power of the single consumer, as we become increasingly well-adjusted to being alone in a disconnected world.
- **Self-actualisation will be a key need**, as people seek out brands that serve as their social catalyst.



Meet the Expert



Rimpie Panjwani

Senior Beauty and Personal Care Analyst

rpanjwani@mintel.com

The World's Leading Market Intelligence Agency

Our expert analysis of the highest quality data and market research will help you grow your business.



**HELPING
BUSINESSES
TO GROW**

