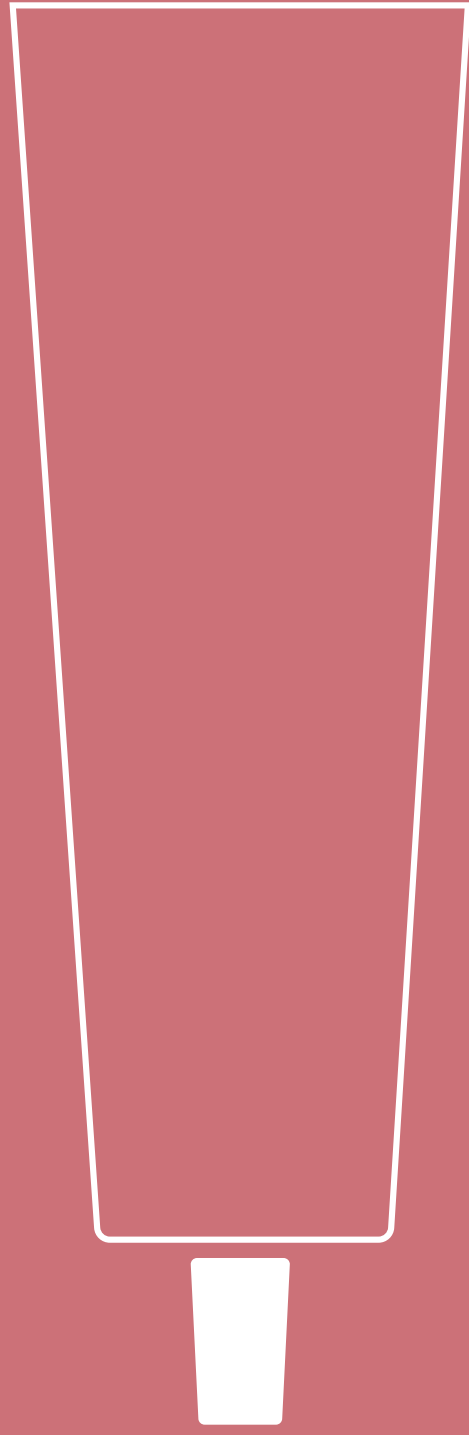


Beauty industry trends across the Australian market

The Australian beauty and personal care market was valued at \$3.7 billion in 2020 and is expected to reach \$5 billion by 2025 ⁽¹⁾.

KEY MARKET DATA



\$6202m

revenue in the beauty & personal care market in 2021. The market is expected to grow annually by 3.3% from 2021 to 2025 ⁽²⁾.



\$2565m

The market's largest segment is personal care with a market value of \$2,565m in 2021 ⁽²⁾.



34%

of total revenue will be generated through online sales in the beauty & personal care market by 2021 ⁽²⁾.

LATEST BEAUTY TRENDS



The rise of natural beauty

65% of Australian consumers purchase organic beauty products containing pure natural ingredients with long-lasting benefits and 80% of them would pay more for organic products ⁽³⁾.



Demand for antioxidant-rich natives

The Australian tropical climate and rugged landscapes offers consumers the opportunity to make a use of plant-based ingredients containing antioxidants to protect their skin from ultraviolet radiation (UV) damage.



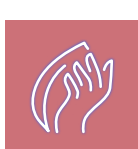
Enthusiasm towards experimental beauty retail

Australian and New Zealand consumers seek fun in every aspect of their life and they strongly value experiences. In fact, 74% of Australian consumers consider experiential beauty retail more enticing and engaging online and offline ⁽⁴⁾.



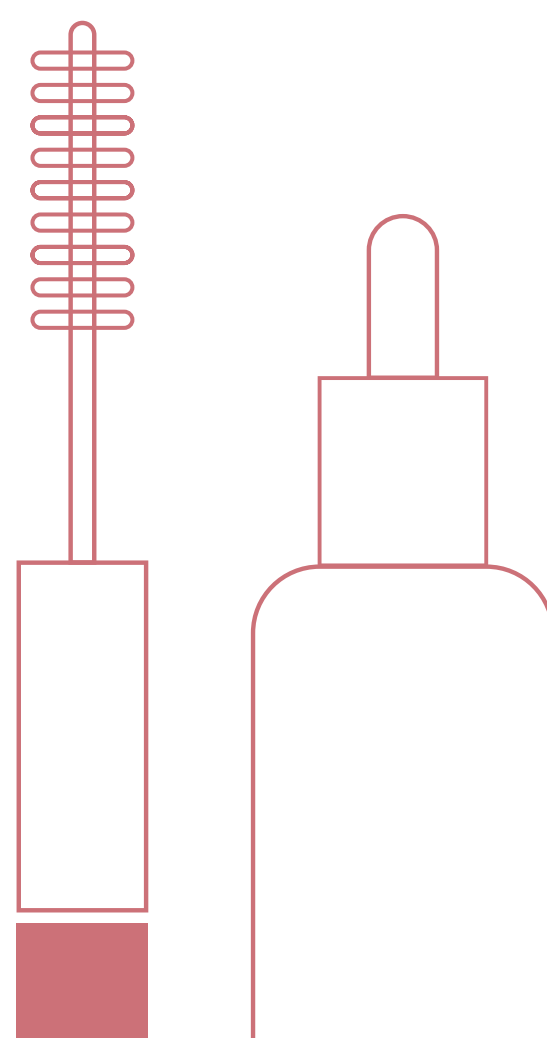
Growing demand for anti-aging facial care products

With an ageing population there has been an increase in demand for anti-aging products, creating room for innovations in professional skincare. The anti-aging facial care market in Asia-Pacific is forecast to reach \$11.3 billion by 2027 ⁽⁵⁾.



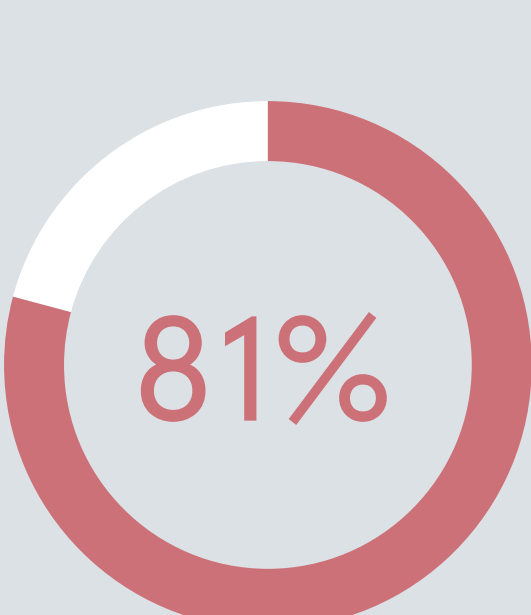
Interest towards sustainable and ethical beauty brands

The Australian consumer expects brands to use cruelty-free, non-toxic, palm-oil free ingredients and to adopt business practices including ethical sourcing, sustainable packaging, and effective waste management. Nine in ten Australians want to purchase ethical and sustainable products, while 85% of consumers want brands to be more transparent ⁽⁶⁾.

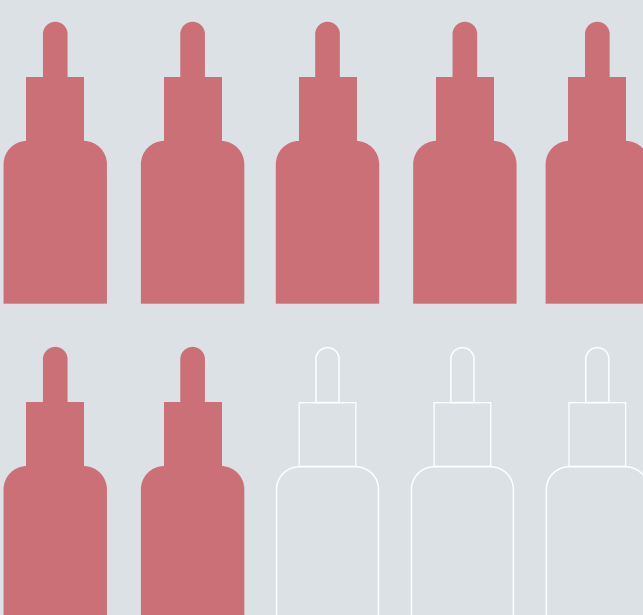


INSIGHTS

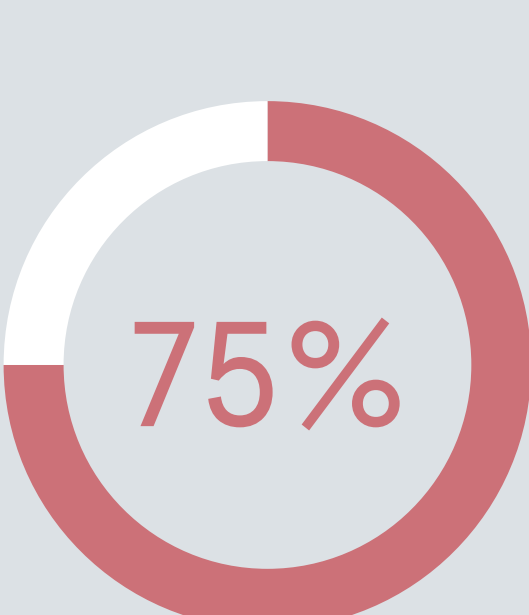
Consumers' Preferences



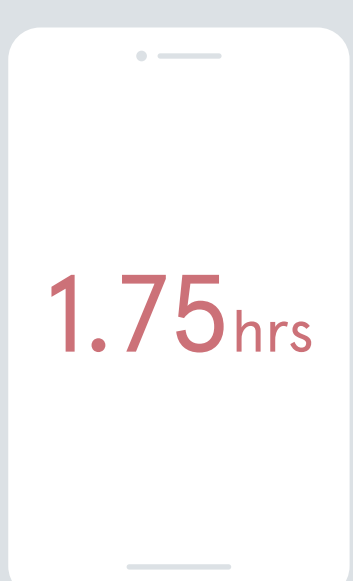
of women buy more natural or organic beauty and personal care products versus 10 years ago ⁽³⁾.



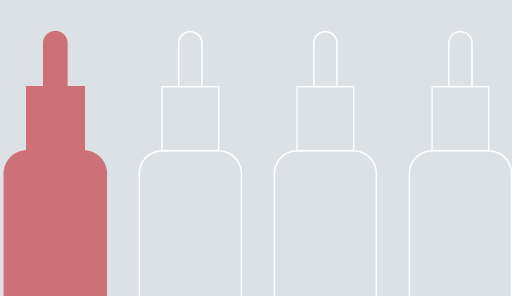
Seven out of ten consumers agree that experiences are more important than material possessions ⁽⁴⁾.



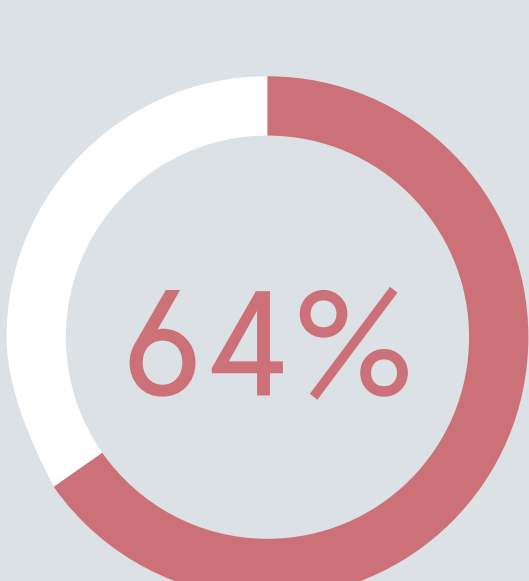
of consumers in New Zealand love trying new beauty experiences ⁽⁴⁾.



Consumer purchase decisions in Australia are highly influenced by social media and they spend an average of 1.75 hours a day on social media ⁽⁴⁾.



One in four Australian internet users use voice search or voice commands. These consumers enjoy brand experiences utilising this technology ⁽⁴⁾.



of Australian and New Zealand consumers seek for a positive emotional communication from beauty brands to reduce stress ⁽⁴⁾.