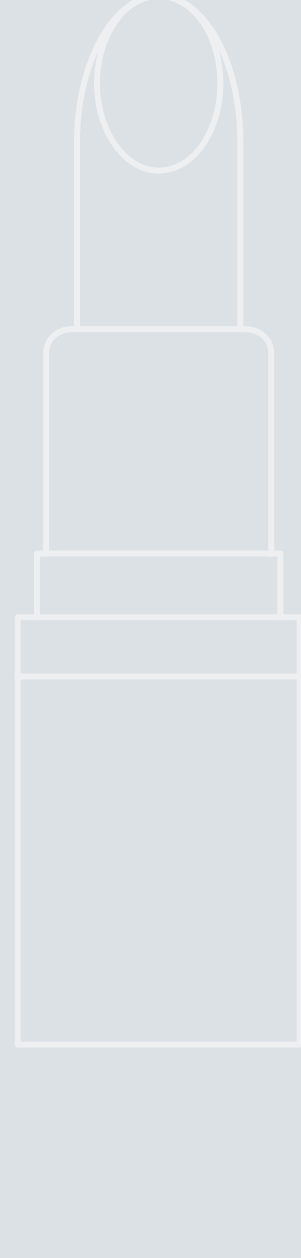


Beauty industry trends across the US & APAC markets

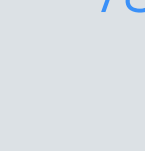


APAC and the US have the largest beauty industry market shares: 46% and 24% respectively. In the US, haircare and skincare are the biggest categories, with a 24% market share each, and skincare and color cosmetics leading the segment in APAC (64% and 26% market share respectively) ⁽¹⁾.

The US generates the highest revenue in the global beauty and personal care sector, totaling over \$82m in 2021 ⁽²⁾, whilst more than half of all skincare buyers (57%) reside in the APAC region ⁽³⁾.



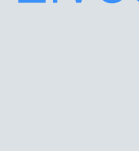
LATEST BEAUTY CONSUMER TRENDS IN THE US



Phygital Experiences

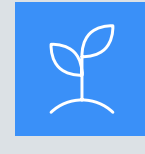
Today, one-third of consumers are buying more beauty products online, with about half using social media to search for beauty products to purchase ⁽⁴⁾. Beauty brands are increasing investments in virtual reality ⁽⁵⁾ technologies to enable consumers to virtually try products at home.

Already, 62% of US consumers who have used augmented reality ⁽⁶⁾ when shopping claim that it encouraged them to make a purchase ⁽⁶⁾.



Livestream Shopping

The US livestream shopping market is expected to reach \$11 billion by the end of 2021 and \$25 billion by 2023 ⁽⁸⁾. The use of beauty products videos and demonstrations is surging, especially on platforms like TikTok, Facebook and Instagram. Most beauty livestreaming activities are driven by brand influencers and ambassadors to further increase customer and engagement and interest towards the brand and their products.

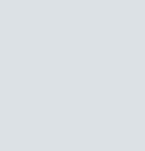


Sustainable Packaging

70% of US consumers would pay more for sustainable packaging ⁽⁷⁾, while 21% consider sustainable or recyclable packaging a key purchasing factor ⁽⁸⁾. Many beauty brands are adopting biodegradable packaging and implementing recycling models to move away from single-use plastic. Others are keen to remove water from beauty products to improve their operational sustainability.

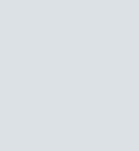


LATEST BEAUTY CONSUMER TRENDS IN APAC



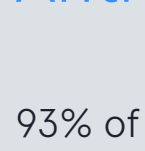
Haircare Value in China

The haircare market grew 25% year-on-year in 2020 ⁽⁹⁾, with half of Chinese consumers increasing their spending on hair care products in the last six months ⁽⁹⁾. This growth is driven by two main factors: product premiumization and premature baldness faced by about 250 million men across the country.



Wellness Skincare in Japan

90% of consumers in Japan think it is important to manage their emotional wellbeing ⁽¹⁰⁾. The growing need for emotional wellness among Japanese consumers has pushed them to take a preventative approach to beauty, choosing products with long-term benefits. 53% of consumers in Japan think beauty routines help them to reduce stress ⁽⁹⁾.



Anti-Aging Skincare in Thailand

93% of Thai consumers turn to beauty treatments and supplements based on natural ingredients that help them to eliminate toxins ⁽¹¹⁾. The growing demand in this sector is due to a rapidly ageing population. Thai consumers believe that the regular use of anti-ageing products, including night treatments and eye cream, can help to stimulate collagen production and repair skin damage, helping to reduce some of the physical signs of ageing.



INSIGHTS INTO US & APAC BEAUTY CONSUMER PREFERENCES



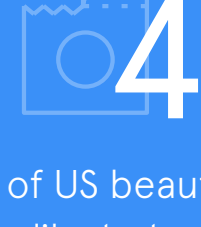
58%

of American women buy organic or natural skincare products ⁽¹²⁾.



80%

of US women consider skincare products as "essentials" ⁽¹³⁾.



45%

of US beauty consumers would like to try products at home before buying ⁽¹⁴⁾.



78%

of South Koreans would like to see more innovative sustainability ideas (e.g., ethical and environmentally friendly) from brands ⁽¹⁵⁾.



96%

of Chinese consumers have heard of hyaluronic acid, and 50% have purchased skin care products with this ingredient ⁽¹⁶⁾.



46%

of Chinese consumers have increased the number of haircare products they use in the last six months ⁽¹⁷⁾.



KEY BEAUTY TRENDS TO WATCH IN THE US MARKET



Subscription Services

In 2020, US online consumers spent about \$34 on beauty and personal care subscriptions boxes per month ⁽¹⁸⁾.

Subscription boxes cater to the needs of customers who use specific products regularly and offer recipients new items to try, with most consumers subscribing to receive personalized beauty experiences. Nearly two-thirds of subscribers feel more connected to companies with whom they have a direct subscription experience with versus companies whose products they simply purchase as one-off transactions ⁽¹⁹⁾.



Omnichannel Experience

The online share of beauty and personal care is predicted to surge to 48% in the US by 2023.

Today, consumers are four times more likely to purchase their beauty products online compared to before the pandemic. Beauty brands need to ensure that they understand how customers interact with their omnichannel offering to deliver a seamless experience across channels. Marketers that integrate three or more channels into their marketing campaigns increase their purchase rates by up to 287% ⁽¹⁹⁾.



KEY BEAUTY TRENDS TO WATCH IN THE APAC MARKET



Male Beauty and Personal Care

The global male grooming market is expected to be valued at \$166 billion by 2022, with the APAC region being one of the fastest-growing markets for the category ⁽²⁰⁾.

Especially in countries like China, India and Korea, the demand for men's skin care items is increasing. Over recent years, the male grooming category has expanded beyond face washes, moisturizers and basic hygiene products to include eye creams, face masks, sunscreen, makeup and more.



Beauty Tech and Innovation

The pandemic further accelerated the adoption of AR try-on capabilities among consumers and brands, with 66% of consumers saying they would like to try AR technology in the future ⁽²¹⁾.

These technologies improve and personalize the shopping experience while providing real-time data to beauty brands. China is the leader in the virtual reality revolution, with 80% of consumers saying VR and AR are the future of shopping and 90% saying they would like to see more apps featuring VR and AR ⁽¹⁴⁾.