



# Beauty TRENDS

By Quadpack



# Introduction

Beauty is changing.

So are we.

Since Quadpack's foundation 20 years ago, we have been committed to our mission of helping beauty brands perform. First as a provider, later as a manufacturer of packaging solutions that are innovative, sustainable and always connected with the latest trends.

Our restless creativity led to the creation of the Market Insights team, which observes and analyses diverse trends and launches that affect how consumers buy, from whom, and why. Market Insights supports and provides market and user knowledge to our clients and internal development teams, who translate it into cutting-edge packaging solutions.

This document is the result of extensive research of the cosmetics industry, looking at trends in product development and consumer behaviour. It is another way of fulfilling our mission, by providing beauty brands with valuable insights, hot from the market.

# Market OVERVIEW

The post-pandemic era is one of wellbeing and indulgence. Data from Euromonitor shows that beauty sales have recovered to pre-pandemic levels, while industries like leisure and hospitality are steadily growing for full recovery in 2024. The global sales of makeup and skincare products alone are expected to reach \$125 billion\* in 2023, with consistent growth in the next few years.

The consumer demand for more efficient beauty formulas and treatments is growing, as well as for cost-effective products, especially due to the current cost-of-living crisis. Increasingly educated about cosmetics, new generations of consumers want extreme transparency, not only about formulas, but also about brands' social and environmental impact and commitment to causes.

People have resumed their in-person social lives, with more social outings to restaurants, theatres and concerts than in 2022. It has caused a direct effect on the sales growth of colour cosmetics and fragrance after a tough period of timid recovery.

\*Mintel 'Retail market value in US\$' Colour Cosmetics and Facial Care.





# Exaggerators

This trend is all about opulence and excess. Summers on big yachts, expensive couture brands, it resonates with the ostentatious lifestyle of influencers such as the Kardashians or Georgina Gios.

These influencers speak openly about treatments and cosmetic surgeries, which helped these become widely accepted. Some members of the LGBTQI+ community, as well as many others, are part of this trend and inspire exaggerated makeup, accessories and behaviours.

## Cosmetic procedures acceptance

**66% of Indian consumers agree that it is acceptable to have non-invasive surgery to improve your appearance.**

Source: Mintel '2023 Global Beauty Personal Care Trends'

All body  
embellishments

Makeup setters

Powerful  
cleansers

Large lashes and  
big lips

Long-stay formulas

Ornamental  
packaging

Complementary  
treatment to cosmetic  
procedures





# Beautytainment

Consumers from all generations want to have fun in their daily activities. Who said routines can't be exciting? They appreciate unique ways of doing regular activities and are constantly looking for different experiences. Brands look for consumer engagement by promoting fun interactions with the product and putting the spotlight on people who join their game. These consumers must feel they are being heard and their opinions are being taken into account.



## Consumers' voice

**48% of Gen Z consumers want to engage with brands to influence product innovation.**

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey.



**Transformative and surprising formulations**

Products that create sensorial satisfaction



DIY-style routines

**Interactive packs and formulas**





# Normally rare

Let's make the rare normal! Even better, let's avoid those words altogether! This trend is about achieving new levels of inclusivity: skin tone or condition, disability, weight, age, etc, helping society fight taboos and stigmas. By doing so, this trend also focuses on acceptance. A side effect is what happens once we have embraced our 'imperfections'. We stop trying to cover or disguise them and start paying attention to what really matters: skin health and holistic wellbeing. We become proud of being who we are and what makes us unique.

## Inclusive beauty

**57% of French consumers feel tired of being told how they should look.**

**58% of Spanish consumers think that beauty brands need to do more to prove their product ranges are inclusive.**

**72% of US consumers say that society's idea of beauty is too rigidly defined.**

Source: Mintel 2023 Global Beauty Personal Care Trends and 2023 EMEA Beauty Personal Care Trends.





Easy product customisation  
addressing different skin conditions

**Inclusive usability**

**Wet, glossy, dewy,  
glazed finishes**

Deep hydration for  
glowing skin

Hybrid formulas

**Focus on  
healthy skin**





# Make it clear/n

Be clear. Consumers, especially the curious, younger generations, want to know what happens behind the curtains. These conscious 'skintellectuals' are making informed purchasing decisions, comparing, valuing honest reviews and scrutinising everything. More than ever, brands need to deliver verified information. Users are showing special interest in ingredients, tutorial videos and best practices to make the most out of the benefits of the products. Therefore, clear, educational communication is a must!

Be clean. We are becoming much more aware of what we feed our bodies and what we put on our skin. The health category is going through a beautification process: consumers pay extra attention to ingredients that could cause damage to skin. In parallel, the medical approach has switched from curative to preventative, so immunity boosters, such as pre-, post- and probiotics, are highly desired.





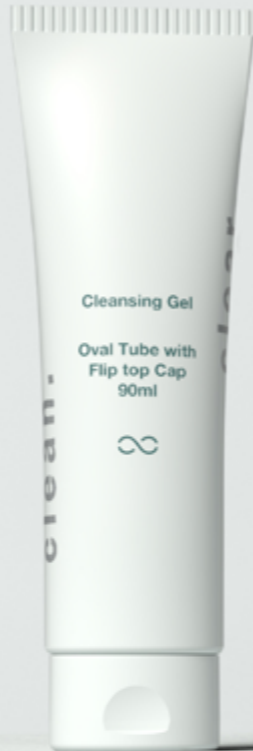
## Thirst for learning

53% of US beauty consumers research ingredients to better understand the effectiveness of products.

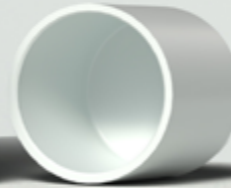
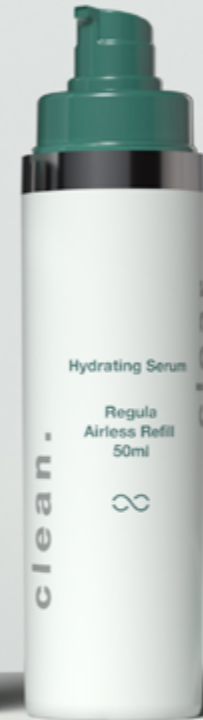
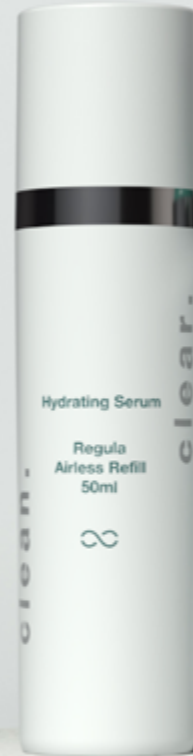
Source: Mintel '2023 Global Beauty Personal Care Trends'.

64% of Gen Z consumers trusted independent consumer reviews in 2022.

Source: Euromonitor International Voice of the consumer.



Packs responding to formulas' needs



Educational channels, routine-builders, do's and don'ts statements

Clear and honest communications

Clinical-like treatments, formats and packs

Easy dosing methods





# Life is back

Finally! The long-awaited moment when life's almost back to normal! Travelling for leisure and work is the norm once again and people are back to their offices and their busy lifestyles. The pandemic has shown us how life can be uncertain and volatile, and also how we can adapt to changes. Some of our forced adaptations transformed the way we live and work, making us reluctant to go back to our prior lifestyle. Consumers have realised how important it is to make time for the things that really matter. This trend is about simplifying routines, using multiple benefit products with quick and easy applications and no tolerance for skipping any important steps.

**Face-to-face**  
**39% of consumers said more of their everyday activities will be in person over the next five years.**  
Source: Euromonitor International Voice of Consumer: Lifestyles Survey.

Waterless formulations

Multipurpose products

Merge steps to speed application

Mini or travel sizes

Convenient formulas for travelling



The background of the entire image is a dense field of multi-colored glitter. The colors include shades of pink, purple, blue, green, yellow, and orange, creating a vibrant and sparkling effect. The glitter particles are small and numerous, filling the entire frame.

 QUADPACK

Helping  
beauty brands  
perform