

COSMO VISION

2024 - 2029



INTRODUCTION

A Strategic Roadmap for the Beauty Industry

Discover the second edition of CosmoVision, a macro forecast that examines large-scale societal trends and their potential effects on the beauty industry. This forecast takes an in-depth look at future developments, focusing on the impact of technological innovation and social responsibility on global markets. These factors are expected to continue to significantly influence various sectors, including beauty.

For the preparation of CosmoVision 2024-2029, BEAUTYSTREAMS has consulted its Future Collective, a group that includes experts from diverse fields such as biotechnology, sociology, art, design, digital technology, sustainability, and medical science. The purpose of this collaboration is to gather diverse outlooks on future global scenarios. Using its proprietary Trend Funnel forecasting methodology, BEAUTYSTREAMS assesses and forecasts the effect of these macro trends on the beauty industry, aiming to provide strategic insights for the upcoming years.

VITALISM

Living Longer, Living Stronger.

The 2024-2029 edition of CosmoVision focuses on longevity.

In a changing landscape where the median age in many regions is projected to rise, it becomes crucial to engage consumers across their entire life journey rather than exclusively concentrating on the younger demographics.

While the emphasis may vary depending on the country or region, it is essential to recognize that in today's modern societies, physical needs and style

preferences aren't solely determined by age. In this contemporary context, a baby boomer could maintain good health, an active lifestyle, and even be a devoted TikTok user, while a member of Generation Alpha might occasionally take a break from social media and experience chronic fatigue, for instance. Therefore, it is more about mindset and outlook than simply age.

UMBRELLA THEME

VITALISM

Living Longer, Living Stronger.

With extended lifespans, the definition of beauty is evolving in tandem with changing lifestyle needs and preventive health to increase consumers' "health-span." This shift carries profound implications for our industry.

Within the beauty sector's diverse ecosystem, there is remarkable opportunity to offer solutions tailored to various age-related needs in all categories. From traditional methods that cater to those pursuing a youthful appearance to contemporary, age-inclusive strategies that embrace the natural changes in skin and hair as a celebration of life's journey, the landscape is in flux.

The rise of age-inclusivity underscores a growing trend of empowering consumers to select how they approach their age regardless of their age and generation, making it a pivotal theme for the years ahead.

COSMO
VISION
2024-2029



VITALISM

Living Longer, Living Stronger.

In 2024, CosmoVision evolves. For this edition, BEAUTYSTREAMS highlights implications for the most important beauty categories to give Cosmoprof Worldwide Bologna visitors vital insights on how the beauty industry is set to develop.

We invite you to discover an overview of market opportunities in Skin Care & Personal Care, Hair Care, Color Cosmetics, and Packaging Design.

SKIN CARE & PERSONAL CARE

Derma-Cosmetics Approach
Hormone Focus
Age-Specific Supplements
Sexual & Intimate Wellness

HAIR CARE

Gray Hair Enhancers
Anti-Hair Loss Focus
Inclusive Scalp Aging
Color That Cares

COLOR COSMETICS

Skin Care Benefits
Light, Yet Covering
Focus on Comfort
Undertone Correctors

PACKAGING DESIGN

Disability-Friendly
Graphic Color Coding
Smart Dosage Dispensers
Easy-to-Read Typography

SKIN CARE & PERSONAL CARE

Derma-Cosmetics Approach

Hormone Focus

Age-Specific Supplements

Sexual & Intimate Wellness

The concept of VITALISM extends significantly into the realms of skin care and personal care. Rather than fixating solely on sometimes unrealistic anti-aging claims, brands have the opportunity to cater to the evolving needs that accompany different life stages.

The **Derma-Cosmetics Approach** is geared towards addressing specific skin issues, including psoriasis, acne, and rosacea.

Simultaneously, a **Hormone Focus** strategy accounts for the unique skin care challenges associated with hormonal changes that occur during puberty, menstrual cycles, pregnancy, menopause, and andropause.

Additionally, **Age-Specific Supplements**, inspired by the dietary patterns observed in "blue zones" – regions known for their exceptionally healthy and long-lived populations – support proactive and healthy aging.

As individuals progress through life, there is a natural shift in **Sexual & Intimate Wellness** requirements, thus creating fresh avenues for growth in the beauty sector.

SKIN CARE & PERSONAL CARE

The following stats and facts highlight market opportunities linked to VITALISM in the Skin Care and Personal Care Categories.

Derma-Cosmetics Approach

The global dermatology market is forecasted to grow at a CAGR of 7.03% from 2023 to 2032.

Hormone Focus

The global menopause market is projected to reach US \$24.4 billion by 2030.

Age-Specific Supplements

The global longevity brain health supplements market is projected to grow at a CAGR of 6.8% from 2023 to 2030.

Sexual & Intimate Wellness

The global sexual wellness market should reach US \$64.34 billion by 2031, growing at a CAGR of 7.63% from 2023 to 2031.

Sources: [Precedence Research](#) / [Grand View Research](#) / [Grand View Research](#) / [Straits Research](#)

HAIR CARE

Gray Hair Enhancers
Anti-Hair Loss Focus
Inclusive Scalp Aging
Color That Cares

Hair texture and color change throughout a person's life, providing a myriad of opportunities for hair care brands to target. In regions like Europe, North America, and some parts of Asia, a trend toward accepting gray hair is on the rise, yet there is growing demand for **Gray Hair Enhancers** that improve the texture and undertone of gray hair.

Hair loss, often linked to hormonal and stress-related events such as puberty, pregnancy, and menopause, is driving demand for products that prevent hair loss leading to a need for an **Anti-Hair Loss Focus**.

Aging manifests differently across various ethnicities, impacting not just the skin and hair but the scalp as well. The concept of **Inclusive Scalp Aging**, which accounts for environmental and genetic influences, is gaining attention as a vital aspect of hair care.

While many individuals with gray hair are choosing to embrace their natural hair color, there is still a significant number of individuals who prefer to dye their hair. These consumers are not just looking for coverage; they also seek **Color That Cares**, such as scalp care and hair repair benefits, to find more value.

HAIR CARE

The following stats and facts highlight market opportunities linked to VITALISM in the Hair Care Category.

Gray Hair Enhancers

50% of the population has about 50% gray hair by the age of 50.

Anti-Hair Loss Focus

The global hair loss treatment market is forecasted to reach US \$4.8 billion by 2027.

Inclusive Scalp Aging

The global scalp care market is projected to grow at a CAGR of 7.1% from 2023 to 2030.

Color That Cares

The global hair color market is expected to reach US \$32.99 billion in 2027.

Sources: [Research Gate](#) / [Business Research Insights](#) / [Coherent Market Insights](#) / [Global Newswire](#)

COLOR COSMETICS

Skin Care Benefits
Light, Yet Covering
Focus on Comfort
Undertone Boosters

Consumer preferences for make-up color, texture, and coverage are influenced by aging, lifestyle habits, and the environment. There is a growing trend where consumers prefer color cosmetics with **Skin Care Benefits** that provide immediate results while also delivering skin care benefits for long-term health.

Light, Yet Covering formulas are increasingly favored for mature skin as they conceal flaws without highlighting wrinkles.

As hormonal changes can lead to sensitive skin, resulting in discomfort, a **Focus on Comfort** in color cosmetics is essential when addressing the needs of aging skin.

Skin undertones may alter with age due to either loss of pigment or increased pigmentation, varying by ethnic origin. Hence, **Undertone Correctors** that even out skin tones are seen as having significant market potential.

COLOR COSMETICS

The following stats and facts highlight market opportunities linked to VITALISM in the Color Cosmetics Category.

Skin Care Benefits

69.3% of consumers 18-34 prioritize the health of their skin when selecting a beauty product.

Light, Yet Covering

Tinted moisturizer US sales grew 59% in January-May 2023 vs. pre-pandemic 2019.

Focus on Comfort

71% of the global adult population declare having sensitive skin.

Undertone Correctors

Increasing the red undertone of certain facial features (i.e. lips, skin) makes the face appear younger.

Sources: [Harris Williams](#) / [Vogue Business](#) / [National Library of Medicine](#) / [Nature](#)

PACKAGING DESIGN

Disability-Friendly
Graphic Color Coding
Smart Dosage Dispensers
Easy-to-Read Typography



Increasingly, older populations have specific requirements for product packaging, often influenced by changes in their sensory perceptions.

As the aging demographic grows, so does the prevalence of disabilities, requiring the creation of **Disability-Friendly** packaging solutions. These include the design of applicators that can be operated single-handedly and caps that are simple to open.

For individuals with visual impairments, **Graphic Color Coding** and **Easy-to-Read Typography** are essential to enable them to distinguish products with ease.

Additionally, for those experiencing a decline in their sense of smell, the **Smart Dosage Dispenser** for fragrances is an innovative tool that assists in applying the correct quantity of perfume.

These packaging advancements are vital to ensure that all consumers have the ability to use products with confidence and independence.

PACKAGING DESIGN

The following stats and facts highlight market opportunities linked to VITALISM in Packaging Design.

Disability-Friendly

An estimated 16% of the global population experience significant disability.

Graphic Color Coding

28% of people over the age of 71 have a visual impairment even while wearing visual aids.

Smart Dosage Dispensers

Olfactory impairment affects approximately 25% of older adults.

Easy-to-Read Typography

Globally, at least 2.2 billion people have a near or distance vision impairment.

Sources: [WHO](#) / [Institute for Healthcare Policy & Innovation](#) / [MDPI](#) / [WHO](#)

A CONCEPT BY

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BEAUTYSTREAMS is the go-to insights platform for the global beauty industry. It is the key reference point for strategy, product development, and marketing teams worldwide.

We invite you to reach out to us for more information about our trend insights and services.

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Thank You.