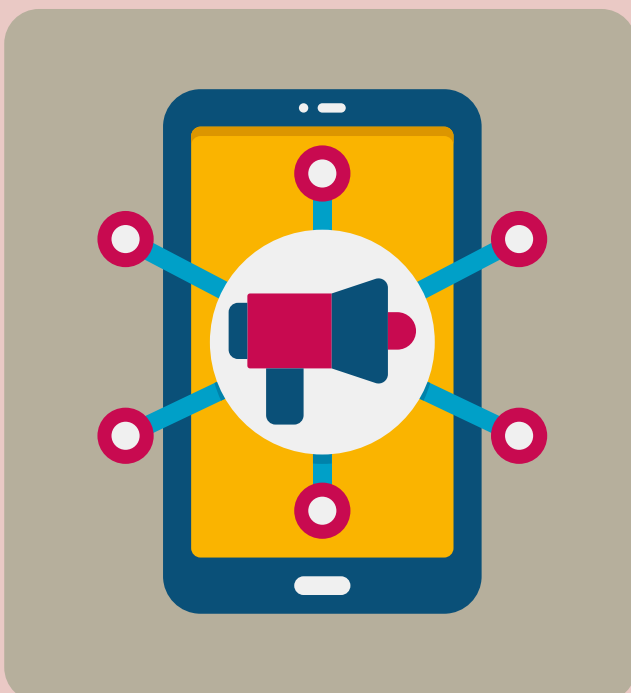


INDUSTRY TRENDS

BEAUTY &
PERSONAL CARE

TOP 5 TRENDS OF 2024



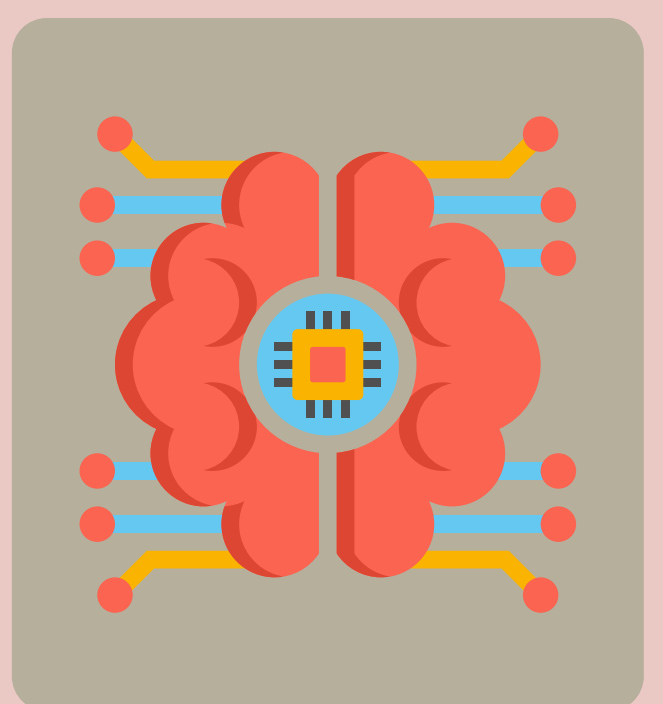
1. Social Media Power

Social media platforms, particularly TikTok and Instagram, are driving viral trends with influencers, including “skinfluencers” & makeup tutorials.

63% of consumers trust influencers about products more than the information provided directly by the companies themselves.

2. Beauty/Tech Revolution

A rise in AI, AR, and smart devices for personalized beauty experiences like virtual skin analysis tools, AI-based shade matchers, and personalized ingredient blends are elevating customization in beauty.



19% growth expected, reaching \$8 billion by 2027, driven by **CAGR** AI-based tools for personalization.



3. Clean/Green Beauty

Sustainable packaging, zero-waste initiatives, and ingredient transparency are top priorities for eco-conscious consumers.

54% of global beauty consumers now consider sustainability a deciding factor in purchases.

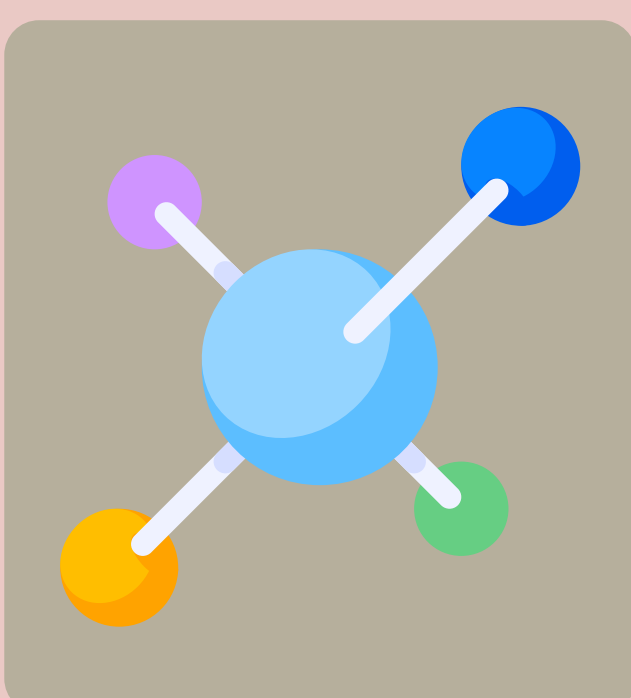
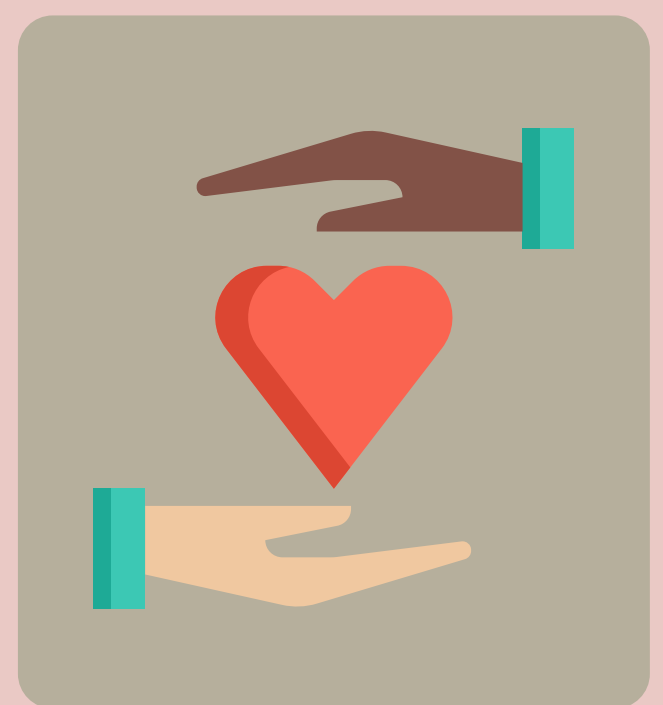
4. Inclusivity and Diversity

The beauty industry is becoming more inclusive, offering a broader range of products for all skin tones, genders, and ages.

Brands offering inclusive product lines have seen sales grow

2X FASTER

than their non-inclusive counterparts.



5. Bio-Active Ingredients

Natural, science-backed ingredients like adaptogens, peptides, and fermented botanicals are driving product differentiation.

In 2025, the market for bio-active beauty ingredients is projected to exceed

\$5 Billion

fueled by scientifically validated ingredients.

Reference Sources:
business2community.com
[Mintel Beauty Report](#)
[Euromonitor International](#)


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