

# COVID-19 PANDEMIC SHAPING THE BEAUTY INDUSTRY

2021 Beauty & Personal Care Trends

**MAY 2021**  
**DATA ANALYTICS & SERVICES**

# UNBOUND BEAUTY

*A new wellness movement is setting the palette for unconventional beauty.*



Wellbeing has never looked so imaginative, personalized and refreshing. A year of restraint has unleashed a burst of creativity, as experimental beauty takes over the home and social media, inspiring beauty brands to add versatility to their offerings. Beauty content is getting more experimental.



# FORAGED INGREDIENTS

*New beauty brands packed with foraged and wild-harvested ingredients make it hard to tell the difference*



Appetite for foraged and wild-harvested ingredients is expanding beyond the culinary industry. Beauty brands are bottling these hardy and powerful plants to deliver potent results for skincare enthusiasts—while reminding consumers that nature knows best. “These plants have withstood the test of time,” said Kim Walls.





## THREE HOT BEAUTY INGREDIENTS

**Grapes**, The grape seeds, skins and leaves that are discarded after winemaking contain some of the most powerful antioxidants in the world—and they’re being harnessed for skincare products, thanks to a growing class of vintner-inspired ranges.

**Bakuchiol**, With antioxidant, anti-inflammatory and antibacterial properties, bakuchiol is an increasingly popular option for those with sensitive skin.

**Anchusa Azurea**, The purple powerhouse is rich in vitamins C and E and fatty acids, and is loaded with antioxidants, making it a potent pick. Because it’s wild-harvested, it’s supercharged with nutrients from the mineral-rich soil in which it grows.



## SCIENCE-BAKES BRANDS

*Demand for science-backed beauty products is on the rise.*



A heightened focus on health is changing consumers’ priorities, and they are now looking for scientific credentials when buying beauty products. Expect to see a continued emphasis on science-backed products.

# HEALTHCARE AS A SELF CARE

*Beauty services and selfcare rituals are evolving to incorporate elements of healthcare for elevated personal protection.*



Selfcare is being redefined. Expect to see more crossover between the beauty, wellness and medical categories as sanitization and protection from COVID-19 are increasingly considered key aspects of selfcare practices.

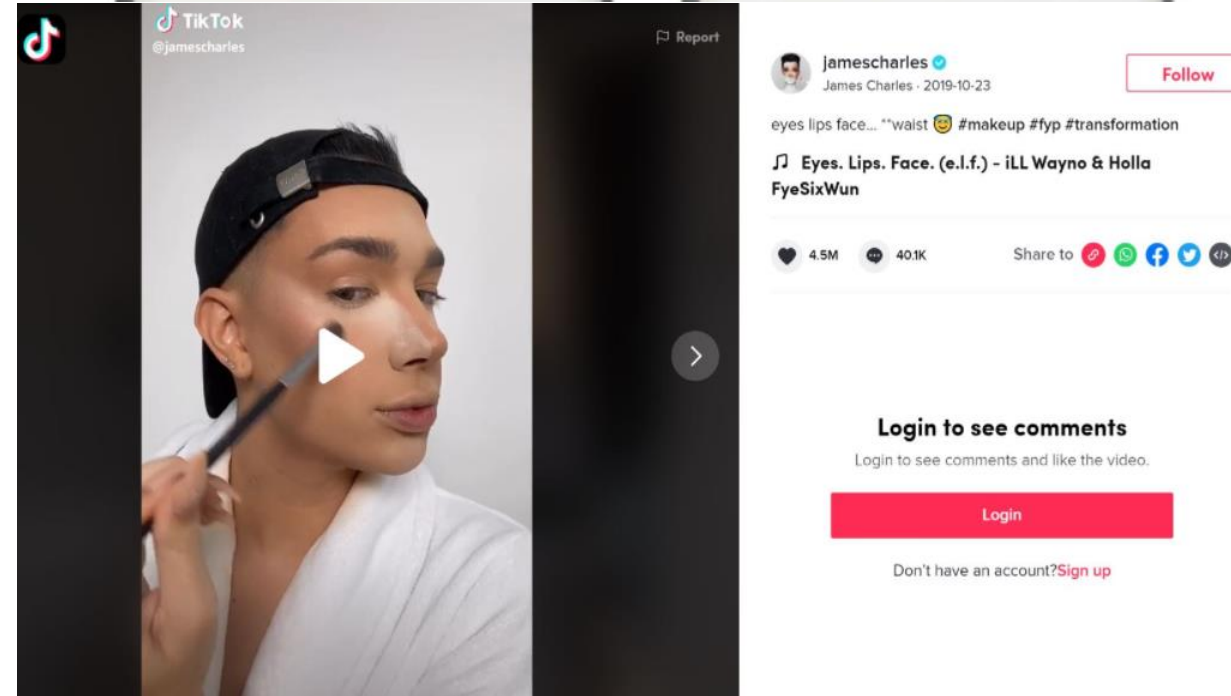


# SKINFLUENCERS

*A new generation of influencers are seeking to refresh the skincare experience.*



Whether they're heritage companies or up-and-coming new entrants, cosmetics brands are tasked with wooing savvy, more discerning shoppers in the gen Z cohort who are turning to short videos for more than just entertainment—they want no-nonsense education.



# WASTE-FREE BEAUTY

*One person's trash is another person's face wash*

The waste-free movement is extending beyond packaging into product formulations as sustainability remains an important issue for beauty consumers.



# BRAZEN BROWS

*With many countries now recommending or requiring face masks to be worn, makeup artists and beauty influencers are focusing on the eyes as the face's focal point, with brows specifically in the spotlight.*

Brows are the new lips. Statement brows are being championed by makeup artists and influencers whose looks for the season ahead are shaped by a focus on the eyes.



# GENZ'S CHANGING PERSPECTIVES, BEHAVIORS, PREFERENCES AFTER PANDEMIC

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**42%** of the GenZ in Turkey shops from the cosmetics / make-up category with their pocket money **every month**.

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# AFTER COVID-19 WHO DO THEY BECOME

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- ✓ Although their anxiety levels are very high due to the pandemic, they have dreams for the future, and they are hopeful for them to make it them (%84).
- ✓ They're online more than ever in quarantine (%75), they do fully research and shopping from internet (%77). Especially for FMCG and beauty category.
- ✓ They always try to be more successful in their hobbies. During the quarantine, they try to outdo themselves for topics they care about, taking on new challenges such as improve their make-up skills (%77).
- ✓ They know most things on the internet aren't real. Especially people on social media are aware that what is being projected is not what it seems (%76).
- ✓ They prefer to show themselves more natural as they are on social media, don't like being fake (%72).





# THE ERA; CHAGING RULES OF BEAUTY AND COMPANY POLICIES ARE REWRITTEN

**%84**

*«I'm extra careful about hygiene (e.g. handwashing, hand sanitizer, wearing a face-mask)»*

**%83**

*«I can't wait for things to get back to normal»*



GenZ is the most compliant with the measures taken; masks and disinfectants has the highest use in GenZ.

They are looking for permanent products that will draw attention to the eye area, will not be erased while wearing a mask and will not cause acne when sweaty.

They miss out on going out, taking care of themselves and putting on makeup like they used to (%81).



When the risk passes and the masks come out, they will choose the brand and product that will make them feel best with their product portfolio and company policies (no animal experiments, sustainable products, etc.)

# THE MORE NATURAL THE BETTER

«No make-up» is their go to make-up type.



Arche types:

**%77**

**Future Proofer**

**%61**

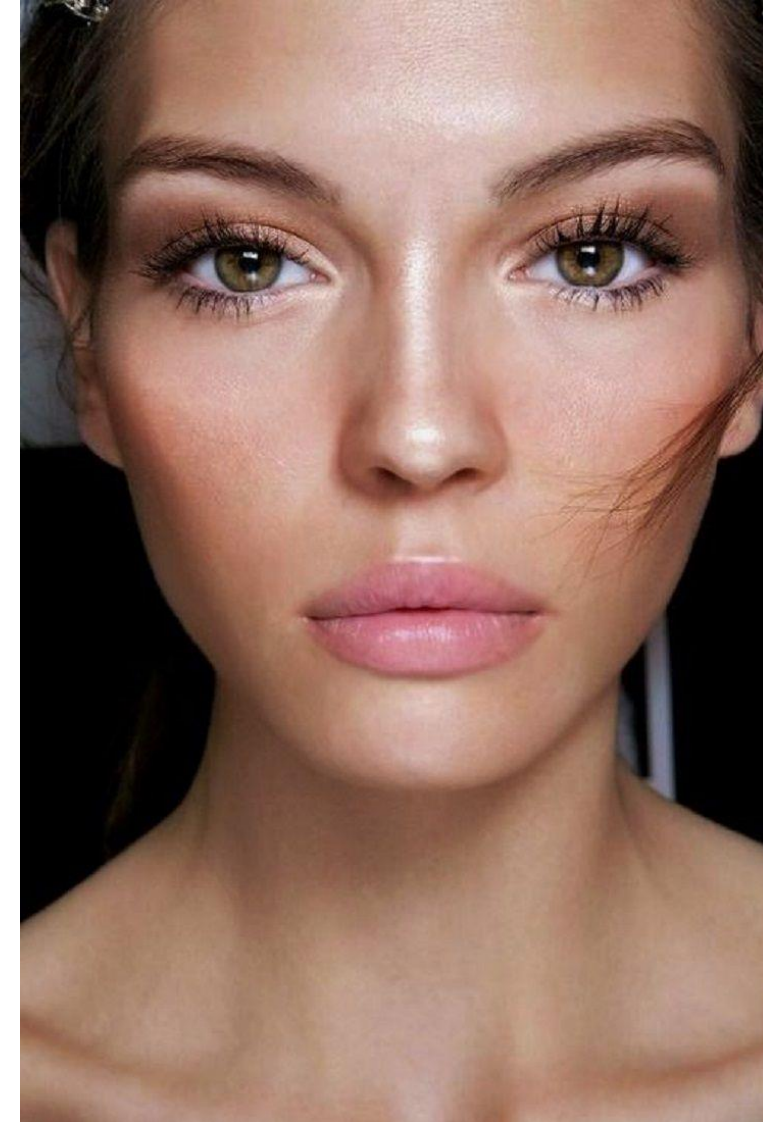
**Confident Aspirers**

**%45**

**Trend Setter**

They care about natural beauty, so instead of heavy make-up and face-changing filters, they make smaller touches and natural-looking photo edits;

- ✓ Widen smile
- ✓ Whiten teeth
- ✓ Remove red eye
- ✓ Improve lightning
- ✓ Apply natural filter





**INTERNET, ESPECIALLY SOCIAL MEDIA (%90) ARE KEY CHANNELS TO REACH THIS GROUP. THEY SPEND TIME EVERY DAY ON YOUTUBE, INSTAGRAM AND TIKTOK.**

Priorly influential sources of inspiration;

- ✓ the music they listen to %85
- ✓ social media influencers, %85
- ✓ social media accounts of brands %64

*Brands should always keep their websites and social media accounts updated with new organic content in order to interact. Music studies that determine the identity of the brand can also be done.*

Daily consumption



Instagram %90



Youtube %88



TikTok %49