

**COSMOPROF**  
**TRENDS**

**FUTURE VIEW 2022 – 2027**



Concept by  
**BEAUTYSTREAMS**

For  
**COSMOPROF**  
WORLDWIDE BOLOGNA

Presented at  
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INDIA MUMBAI

## INTRODUCTION

# A Strategic Roadmap for the Beauty Industry

What's the world coming to? This question has always been in the air, but even more so over the past two years. The upheaval we have all experienced on a societal and personal level has left us with much uncertainty, but also better prepared and optimistic about the future.

In a special project between Cosmoprof Worldwide Bologna x BEAUTYSTREAMS, global beauty trend forecasting platform, we present a perspective on the future, in order to help you anticipate the big societal shifts which may impact your business. Major changes in technology, social responsibility, and sustainability will continue to reshape our world, with a massive, cascading effect on all industries, including the world of beauty.

This project is called CosmoTrends FUTURE VIEW 2022-2027, part of an overall CosmoTrends strategic initiative, which presents trends from a current and future perspective.

In order to develop the CosmoTrends FUTURE VIEW 2022-2027, we at BEAUTYSTREAMS tapped our Future Collective, a group of renowned global experts in diverse fields such as socio-politics, digital innovation, medicine, technology, art, sociology, and sustainability, for their unique viewpoints on the future. Then our experts applied the proprietary BEAUTYSTREAMS Trend Funnel forecast methodology to analyze and predict how these insights will impact the beauty sector. We hope these insights will serve as a useful guiding compass to the industry for the years to come.



UMBRELLA THEME 2022-2027

# JOYOLOGY

Creating good vibes together.



# JOYOLOGY

Let's create good vibes together! As an industry, we have the unique opportunity to bring joy to the lives of many individuals.

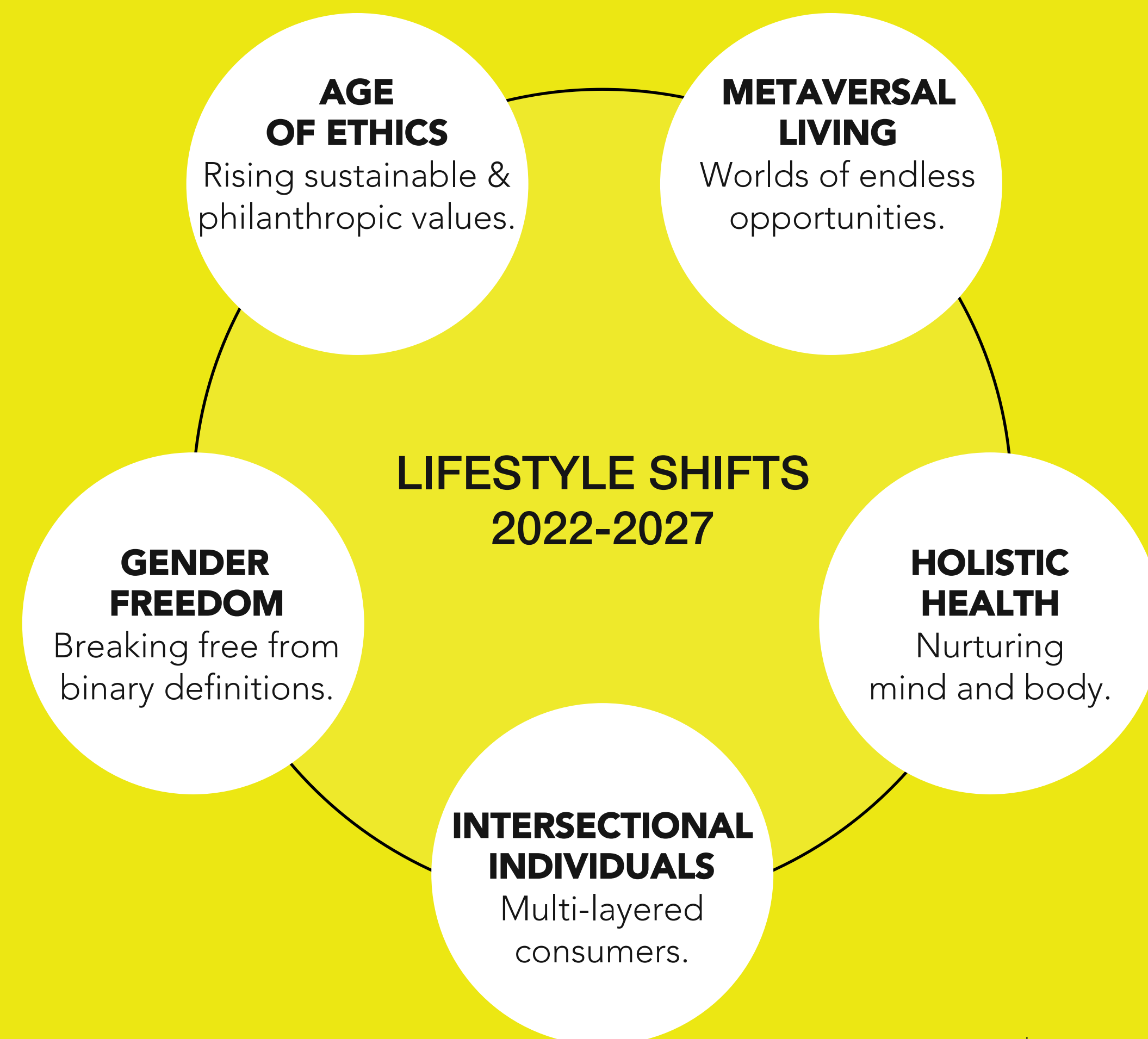
The overall theme of CosmoTrends FUTURE VIEW 2022-2027 is Joyology, an expression of joy through human connections, recentering oneself, and savoring simple, fleeting moments.

Under this theme, BEAUTYSTREAMS' team of international industry experts has defined five macro shifts that will shape the beauty sector in the upcoming years. This original installation and video were specially created for the CosmoTrends FUTURE VIEW 2022-2027 initiative. The surrealistic landscape metaphorically evokes the disparaging, sometimes dramatic, elements that we face today, shown changing and morphing into a bright, cheerful future panorama of vast, open possibilities.

We ask these "what if" questions and invite you to imagine with us:

- What if eco-restorative and philanthropic actions became an integrated part of the beauty industry?
- What if the Metaverse contributed to a happier and borderless world?
- What if breaking free from binary gender definitions liberated joy and happiness?
- What if inner peace and health also became part of our universal beauty ideals?
- What if each consumer felt personally addressed on physical, cultural, and
- spiritual levels?

## Creating Good Vibes Together.



LIFESTYLE SHIFT

# AGE OF ETHICS

Growing sustainable and  
philanthropic values.

# AGE OF ETHICS

Rising sustainable and philanthropic values.

People, planet, profit equation.

Gender and ethnic equity.

Systemic regeneration.



Ethical behavior is expected of companies and constitutes an important factor for business. According to a recent consumer survey, 90% of respondents in the US reported that they would be prompted to boycott a brand for irresponsible business actions and 56% would stop buying from companies they believe are unethical.

Demands for impeccable ethical behavior will continue to gain importance. Vegan, cruelty-free, and fairtrade claims will become baseline. Expect companies to be under more scrutiny for the way they treat their employees and execute their full supply chains. Consumers will judge ethical correctness not only by the “made in” label and origin of a product's raw materials, but also by its “made by” aspect, i.e. who is behind the production, and how are these individuals being treated. This will also apply to ethnic and gender equality. Consumers will value companies that don't push for excessive consumerism, that have clear goals for circular economies, and that engage in restorative actions to repair past ecological “sins.” Integrating philanthropic actions into company goals will attract consumers.

## MARKET RECOMMENDATIONS

- Take into consideration the full ecological impact of a product, including the carbon footprint, water footprint, use of renewable energies, etc.
- Calculate the people-planet-profit equation: support communities, cherish the environment, and keep developing economically all at once.
- Invest in refillable, reusable, and 100% recyclable packaging solutions.
- Focus on true product innovation instead of following every fashion fad.

LIFESTYLE SHIFT

# METAVERSAL LIVING

Endless opportunities of expansion.

# METAVERSAL LIVING

Worlds of Endless Opportunities.

Digital mirrors real.

Need to switch off.

New forms of togetherness.



While humanity is running out of physical space and resources, digital reality and the Metaverse will represent one of the biggest transformers for fast-moving consumer goods. Worth US\$46 billion in 2020, the Metaverse market size is predicted to reach as much as US\$800 billion by 2024. The digital space is indisputably one of the most lucrative business opportunities for fast-moving consumer goods like cosmetics. We can foresee that the level of identification with avatars will continue to increase and therefore the business opportunities to sell virtual goods – and why not also services – will too. The Metaverse expands advertising possibilities and creates more interaction with consumers.

As we are barely entering the Stone Age of this profound transformation, brands and corporations still have opportunities to shape the rules of digital spaces. The question is not if it will happen, but how it will happen. How would we like to define the mission of beauty in the age of the Metaverse?

Because consumers are extremely sensitive to ethical approaches in all aspects of life and therefore digital spaces, it will be key to install values and behavioral codes that are inclusive and respectful. To wit: While the psychological impact of the Metaverse has not yet been studied, it is safe to say that participation in programs helping with gaming addictions will be appreciated by consumers. It will prove that digital worlds are not just ways to get into consumers' pockets, but also to help and make them flourish.

## MARKET RECOMMENDATIONS

- Consider investing in a dedicated NFT team to leverage the full future market potential of the digital space.
- Develop Metaversal strategies for advertising, services, and interactions with consumers.
- Support renewable energy programs in order to counterbalance the high amount of electric energy that is needed to build the Metaverse.
- Develop products that allow to create looks inspired by virtual dimensions.
- Offer relaxing beauty rituals and hyper-sensorial textures in order to create reasons for consumers to switch off for a moment and to focus on their physical selves.



LIFESTYLE SHIFT

# GENDER FREEDOM

Breaking free from binary definitions.

# GENDER FREEDOM

Breaking free from binary definitions.

Letting go of stereotypes.

No more gender-labeling.

Pride in who you are.



Gender fluidity and non-binary gender definitions are more than a trend or a fashion fad - they are inscribed in a profound societal shift that can be observed worldwide, driven by societal developments in the United States, where an estimated 1.2 million Americans identify as non-binary, making up 11% of the country's LGBTQ+ adult population.

Even in societies often described as conservative, like China, the young generations are quickly evolving their point of view on gender definitions. According to a BEAUTYSTREAMS consumer survey conducted on 1,243 men and women between 18 and 28 in China in September 2021, 91% of respondents believe that the LGBTQ+ community has the right to openly live their lives and 68% of respondents believe it should be normal for a man to wear make-up.

Non-binary gender definitions come with formulation challenges. Brands will need to target individuals rather than genders, as hormonal treatments come with different skin care needs and skin textures. While the differentiation between typically male and female skin is quite straightforward, all the non-binary genders are much more nuanced.

## MARKET RECOMMENDATIONS

- No need to gender-label products: Consumers will recognize their individual beauty needs based on the claim.
- Naturally include non-binary people in your teams and communications.
- Avoid overly stereotyped, non-binary representations.
- Be sensitive in how to address individual customers and respect their preferred pronouns.

LIFESTYLE SHIFT

# HOLISTIC HEALTH

Nurturing mind and body.

# HOLISTIC HEALTH

Nurturing mind and body.

Science meets ancestral rituals.

Healthy aging.

Psychological self-care.



Well-being beauty rituals and related products not only nourish the skin, but also contribute to psychological balance. The definition of beauty continues to expand further into health and psychology. According to a survey among 29 potential sources of happiness measured, people across the world are most likely to derive the greatest happiness from health/physical well-being (55%), demonstrating that physical and psychological well-being are intimately linked.

As the world goes through a volley of unprecedented crises from climate emergencies to pandemics, political tensions, and economic turmoil, pathologies linked to stress and sleeping disorders are on the rise. With it, the quest for happiness becomes a major aspect of holistic, long-term health, as well as wellness and beauty.

Ways to address psychological well-being include holistic rituals and products inspired by medi-spa and clinical treatments that are customizable to suit individual needs based on consumer data. These can be realized through a savvy mix of modern science and ancestral cures like acupuncture and TCM which have proven their efficacy over millennia. Treatments and follow-ups can be ensured through apps and home devices monitoring the momentary state of consumers' bodies and minds. While the color categories have often been viewed as non-essential, recent times have shown that make-up, hair color, and manicure contribute to psychological well-being as they constitute a form of self-care.

## MARKET RECOMMENDATIONS

- Expect the supplements market to especially benefit from the Holistic Health movement.
- Offer online coaching programs and/or apps to unfold the full potential of beauty and health supplements.
- Combine the best of both worlds, modern science and alternative medicine, to offer made-to-measure solutions.
- Create treatments regulating oxytocin and endorphin levels.

LIFESTYLE SHIFT

# INTERSECTIONAL INDIVIDUALS

Multi-layered consumers.

# INTERSECTIONAL INDIVIDUALS

Multi-layered consumers.

Next-level inclusivity.

Diversity of needs.

Hyper-personalization.

Intersectional Beauty is based on the concept that each consumer has a multitude of diverse needs that layer one on top of the other, similar to a busy intersection on the highway. This leads to the challenge that there are almost as many consumer targets as there are individuals. Today defining individuals solely through their genetic or cultural origin is not sufficient. Consumers expect to be addressed on a more personal level, while taking into account the many facets of cultural, geographical, spiritual, societal, and genetic influences.

The mixed-race population will continue to increase over the next decade; therefore, consumer physical types will become even more varied and unique. Add to that other factors like age, climate, culture, belief, and special need, and you get a myriad of possible combinations which can no longer be addressed through simplistic consumer targeting. And while ethnic, body shape, and gender inclusion are already becoming baseline in the beauty industry, and are often addressed all at once, these other territories offer great potential as well.

And a team that lives and breathes like the society it targets will be culturally sensitive to successfully address consumers who look for authenticity and transparency. It's important to consider when possible, to reflect the diversity in our society within the product development and marketing teams themselves. Overall, society is evolving towards complex, specific attributes that have to be targeted through a systematic individualized basis rather than generalized groupings. As AI becomes more sophisticated, it will be key for analysis, but it's the human element that will still ultimately give soul to the brand and attract consumers.

## MARKET RECOMMENDATIONS

- Create holistic diagnosis tools and/or services taking in account lifestyle, environment, and skin types, in order to create personalized products.
- Extend the inclusive products/services offering towards hyper-segments like 80+, special needs, and other areas your company may not currently be addressing.
- Develop products and formulations factoring in local weather, seasons, air and water quality, moisture, etc., with a special focus on texture adaptation.
- Think wellness and lifestyle coaching programs curated for high age and/or special needs.

# BEAUTYSTREAMS

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 concerning our trend insights and services.

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**Thank You.**