

GLOBAL BEAUTY & PERSONAL CARE TREND 2017

# Active Beauty



**MİNTEL**



Consumers are being encouraged to exercise their bodies and brains, and beauty brands will formulate products to help them in their quest for health and fitness.

# Introduction



**Vivienne Rudd, Director of Global Insights, Beauty & Personal Care**

Current consumer demands for healthy living and wellness of body and mind provide the foundation for Mintel's 2017 Global Beauty & Personal Care Trend 'Active Beauty', one of four Global Beauty & Personal Care Trend predictions for 2017.

These predictions are the result of in-depth conversations among Mintel's global beauty and personal care analysts to gain a comprehensive perspective on the momentum and forecast of the beauty industry in 2017. The trends are further corroborated by Mintel's library of consumer research, global insight from Mintel Trends and the vast records kept by Mintel Global New Products Database (GNPD).

The full catalogue of 2017 Global Beauty & Personal Care Trends are exclusive to Mintel Beauty & Personal Care clients. All four trends touch upon themes that will be recognisable in beauty markets across the globe, presenting new opportunities for companies and brands. Mintel looks forward to engaging in meaningful conversations to help you explore the potential that the 2017 Global Beauty & Personal Care Trends present for your business.

## Mintel Beauty & Personal Care

Helping **you** build the **beauty products** and brands of **tomorrow**

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# What's Happening in 2017?

Wellness is increasingly talked about as an integral part of daily life from a physical and an emotional standpoint. Beauty products can align themselves with this interest in fitness by offering products that prepare consumers for physical and mental activities.

59%

of Chinese facial skincare users are prepared to do more exercise to improve their skin.

59%



58%

of Canadians strongly agree that relaxation is an important part of a healthy lifestyle.

58%



54%

of Indonesian consumers say managing or releasing stress is one of the most important factors for a healthy lifestyle.

54%



39%

of US women who use colour cosmetics are frustrated by products that don't last.

39%



30%

of UK gym-goers use their club's spa and wellness facilities.

30%



Source: Lightspeed/Mintel; Ipsos Observer/Mintel; QQ Survey/Mintel

# Observations



## 1 BEAUTY BRANDS LINK BENEFITS TO FITNESS ACTIVITIES

Billed as “makeup that moves with you”, **Sweat Cosmetics** mineral makeup with SPF is designed to help active women stay active.

**Eyeko Sport Waterproof Mascara** is said to “see you through your morning workout to work meeting to post-work fun!” while its **Sport Waterproof Eyeliner** claims to “stay on even under extreme sport conditions”.



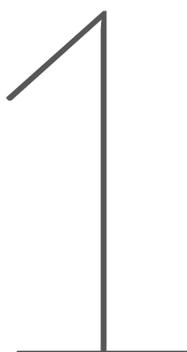
## 2 SPORTY WOMEN WANT EFFORTLESS BEAUTY

**Tarte Cosmetics** launched **Athleisure Skincare & Makeup** in December 2016. Described as “the yoga pants of skincare”, the tinted moisturiser with SPF, illuminated moisturiser, sweat-proof mascara and tinted lip balm are designed to be effortless, comfortable and



cool. This fresh-face, no make-up, woke-up-like-this, effortless look is so powerful. “It’s also how women really live”, says Tarte founder Maureen Kelly.

**Birchbox** created **Arrow**, a cosmetics line that provides lightweight, long lasting make-up and refreshing skincare for active women, helping them to feel confident and cool from a morning workout to a late-night work session.



## 3 ATHBEAUTY NEEDS PRACTICAL PACKAGING

**Stowaway Cosmetics** describes its products as “right-sized make-up for travel, the gym and life”. **Milk Makeup** is designed to be thrown in a bag and applied with the fingers, doing away with brushes and sponges. **Vibes Vibes Vibes**, for example, combines four of Milk

Makeup’s best selling sticks in a waterproof bag, helping women refresh their look anytime, anywhere.

Similarly, **Supergoop!** has collected an array of gym bag-sized beauty basics as part of its **Barre to Bar Beauty Set**. The **Defense Refresh Setting Mist**, **City Sunscreen Serum**, **Daily Correct CC Cream** and **Perk-Up Lip + Cheek Treat** are said to offer everything you need to stay refreshed while on the go.

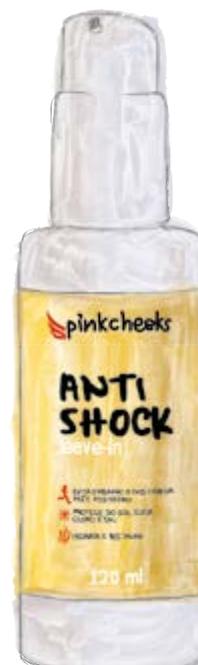


# Observations

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## OUTDOOR SPORTS ARE IDEAL FOR PROTECTION POSITIONING

In Asia, athbeauty is positioned as sun protection for active people rather than cosmetics products. This allows companies such as **Kosé** to extend their ultraviolet (UV) protection claims from the face to the body, while Western sun protection brands are focussing more closely on products that provide comfort as well as protection for people with active lifestyles. Brazilian beauty companies **Pink Cheeks** and **Lola Cosmetics** have introduced products for runners and swimmers to protect their hair before and after their activities.



5

## BEAUTY AND GROOMING FOR EXTREME SPORTS FANS

Consumers who practice extreme sports are subject to severe heat and cold, and operations like **Exelle Sports** are recommending protective and hydrating products for female athletes, whether professional or amateur. Italian beauty brand **Leriem Sport** has developed two products for men looking for high performance: **W1 Extreme Warm-Up** is said to be the ideal preparation for sports in low temperatures, rain, wind or fog, while **W2 Active Warm-Up** is designed to be used before sports in mild temperatures. **JEEWIN** takes this even further, with lines created specifically for snowboarders, bobsleighers, white water rafters and skateboarders.



# Mintel Perspective...

Brands looking to capitalise on the 'Active Beauty' trend should consider their product benefits statement and ensure messaging clearly conveys why and how athbeauty products stand out from the normal portfolio. Expanding protection claims, such as shielding the hair and skin from exposure to pollution, ultraviolet (UV) and infrared (IR) light, as well as the high-energy visible (HEV) light that is used in gyms, is key to meeting active consumers' demands for functional and multitasking products. Companies can gain a competitive edge by using ergonomic, rubberised packaging that stays pristine in any handbag or gym bag.



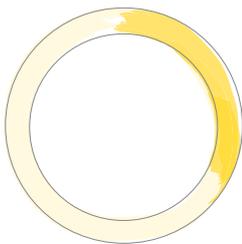
# What's Next

Looking ahead, we will see more brands driving the 'Active Beauty' trend by launching a number of new and innovative products.

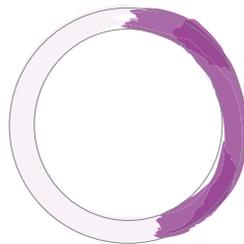
Expect to see brands playing with temperature and encapsulation to create products that melt into the skin as it heats up, forming a hydrating, nourishing barrier as it cools. Water-activated powders, balms and lotions also present opportunities for new product development.

We will also see beauty brands partner with DNA analysis providers to help consumers determine which fitness regimes work best for them. They can then use this information to devise personalised beauty programmes with products that touch every part of the grooming routine.

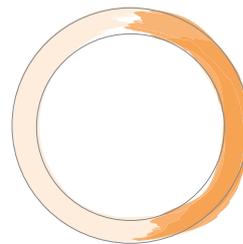
Finally, there will be exercise clothing that sends data such as skin temperature and hydration levels to apps, with instructions about the appropriate products to release into the skin at any given time.



**36%**  
of French consumers are interested in sportswear that releases bodycare or fragrances in response to changes in body temperature.



**46%**  
of Spanish consumers would be interested in fragrances that make them work out harder.



**48%**  
of German consumers would be interested in bodycare products that help them recover from exercise.



**53%**  
of Italian consumers would be interested in bodycare products that enhance and prolong the effects of exercise.

Source: Lightspeed/Mintel

# Observations



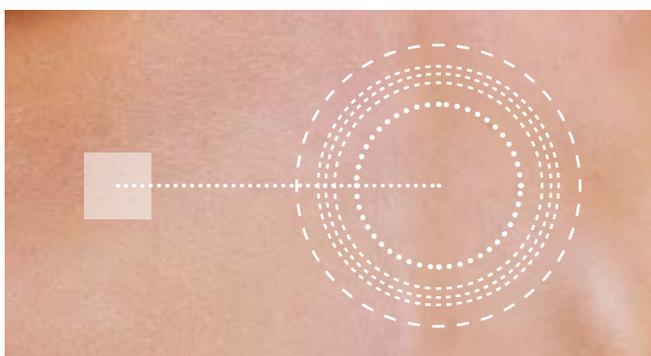
## HEAT ACTIVATION AND ENCAPSULATION PRODUCTS WORK FOR THE CONSUMER

Bikram yoga, hot Pilates, hot barre, hot boxing – they all use a room heated to 32°C to aid detoxification, flexibility, calorie burn and mental focus. Beauty brands could provide products that are activated by heat to release conditioning and toning ingredients deep into the skin and hair. The beauty product equivalent of High Intensity Interval Training would include encapsulated active ingredients and fragrances released by friction or temperature for different benefits throughout the day.



## ATHBEAUTY TARGETS MOTHERS AND BABIES

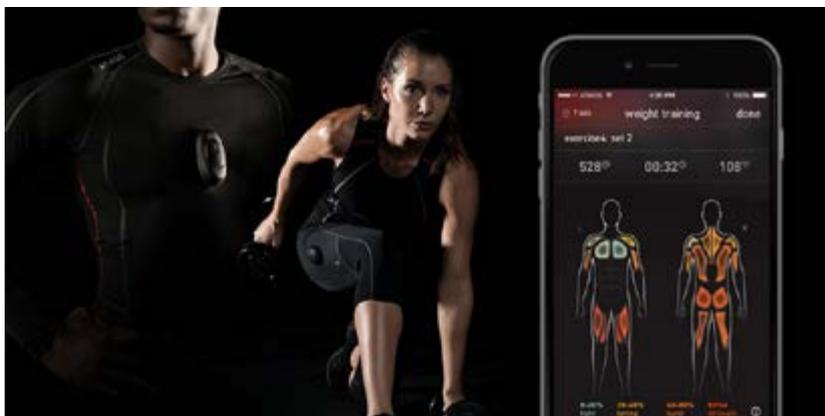
**Xtend Barre** has devised classes for mothers which incorporate their babies into the workout. Beauty brands will create products that work in harmony with the exercises, with serotonin and dopamine boosters for mothers short on sleep, soothing benefits for tired muscles and emollients to minimise stretch marks. Babycare brands can also get in on the act, developing mother and baby products that promote bonding, skin hydration and muscle relaxation.



## ANTIOXIDANT MONITORS OFFER SKINCARE ADVICE

**One X** is a device that uses patent-pending scanning technology to track antioxidant levels in the skin and supply instant feedback on the effects of diet and lifestyle habits on the body. This technology can be further developed to measure the effects of both topical and ingestible skincare, and to offer advice about pre-workout protection and post-workout rebalancing.

# Observations



## SMART LEISUREWEAR PRESENTS OPPORTUNITY

Smart performance apparel brand **Athos** has sensors that link with an app to monitor muscle engagement during workouts. The sensors could also feed back valuable information on the results of skincare products, measuring their effect on muscle tone and recovery, as well as stimulating the release of soothing lotions and fragrances.

## DNA RESULTS PERSONALISE BEAUTY ROUTINES

**Orig3n** recently unveiled **FITCODE**, a DNA testing system that assesses how long it takes for the person to get over an intense workout, their genetic metabolism, potential for muscle strength, endurance, joint health and capacity for speed versus distance.

Beauty brands can help consumers make sense of this data and use it to evaluate which fitness activity is best suited to consumers' genetic make-up. Brands can then leverage the information to create a personalised fitness routine, backed by products that maximise effects and aid recovery.



# Conclusion

Global consumers are increasingly seeking out ways to achieve physical, mental and emotional balance in pursuit of healthy living. In 2017 and beyond, beauty brands are expertly positioned to support healthy lifestyles with products formulated to meet the specific needs of active consumers.

For further information on Mintel's 2017 Global Beauty & Personal Care Trend 'Active Beauty', and other trend predictions set to impact the beauty industry this year, subscribe to Mintel Beauty & Personal Care today.

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