

# Voice of the Industry: Beauty and Personal Care

April 2022

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## INTRODUCTION

Voice of the Industry: Beauty and Personal Care

Voice of the Industry: Beauty and Personal Care snapshot

## KEY TRENDS IMPACTING THE INDUSTRY

Digitalisation and wellness key defining trends in beauty

New business focus stretches beyond primary product credentials

## SALES FORECASTS AND CHANNEL SHIFTS

Upbeat sentiment about future performance but challenges linger

Internet retailing establishes itself as a mainstream beauty channel

Investment in e-commerce continues to proliferate and diversify

## SHIFTS IN CONSUMER BEHAVIOUR

Paired-back routines and at-home experiences point to simplification

Expectations of environmental sustainability increase in priority

## INDUSTRY INNOVATIONS

More targeted and focused innovation efforts

Rethinking new relevance to meet evolving consumer values

## ABOUT VOICE OF THE INDUSTRY

About Euromonitor's Voice of the Industry survey series

Respondents

## About Euromonitor International

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