

APRIL 2023

UPP

UNLIMITED PACKAGING & PRODUCT POSSIBILITIES



What's trending?



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UPP provides a snapshot of some of the recent stand-out market and product news. Versatility and inclusivity are major drivers in the personal care industry, and we will explore how brands are leveraging these trends to cater to a diverse range of consumers. From gender-neutral packaging and formulations to products designed for specific skin types and concerns, the industry is seeing a shift towards more personalised and inclusive offerings.

As we delve into the latest trends and developments in personal care, home care and other sectors, we hope to provide valuable insights and inspiration for you.

In this report, we will cover:

- The importance of science in skin and hair care new product development.
- The impact of TikTok on the growth of indie fragrance brands. Also, the seductive charm of fragrance in the home care category.
- Why the male grooming category is finally ready to take off.
- How innovation could be key for indie brands to capitalise in their market sectors.

What's new from BlueSky?

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Hero skincare ingredients

The skincare industry has recently been focused on the many benefits of the **cactus plant**, which has been dubbed a "powerhouse ingredient" by Cosmetics Business. Cacti thrive in desert conditions, requiring very little water, making them a sustainable option. From an anti-inflammatory and antimicrobial standpoint, cactus extract is great for skincare. It also contains Linoleic Acid, which helps control sebum production, making it an ideal ingredient for products targeting pores and hydration.

Meanwhile, **Boots No.7 has created a buzz with the launch of a new skincare range** designed for people over 30 who want to address skin damage caused by environmental and lifestyle factors. The range includes an SPF40 Day Cream, Night Cream, Serum, and Eye Serum. What sets this range apart is the inclusion of a "super peptide" that works to improve the skin's natural repair processes.

Peptides, which are amino acid chains, are well-known for their ability to activate the skin to produce firming and hydrating proteins. However, this new "super peptide" goes even further. According to No7's Head of Science Research, Dr. Mike Bell, the peptide blend effectively tricks the skin into thinking it's been damaged, triggering the renewal of key proteins like collagen and fibrillin, to boost the skin's natural self-repair mechanisms and target cumulative damage on and under the surface.

This new range is causing a stir and generating high demand among skincare enthusiasts.

Sources:

Cosmetics Business - Cactus beauty products are fast becoming and summer must-have - 27th March 2023

Get The Gloss - No7 Claims a 'world first' in skincare' - 9th April 2023

The Retail Bulletin - Boots launches "biggest cosmetic science innovation" in No7's history - 12th April 2023



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Supplements + Skincare

In recent years, there has been a growing interest in the skin as a barrier and the development of new products to protect and maintain its function. The trend towards a holistic approach to well-being has led to nutraceutical products targeting skin health, reflecting consumers' increasing knowledge of how nutrition impacts overall health and beauty, including gut health.

The focus has shifted from addressing skin aging and types to understanding how the skin reflects lifestyles and stresses. Collagen is a standout ingredient in this market, with 45% of global consumers associating it with skin health, closely followed by vitamin C.

With greater awareness of peri-menopause and menopause, consumers are increasingly turning to collagen supplements for their overarching benefits, such as improving joint, bone, gut, nail, and hair health. This creates a significant opportunity for the supplements market.

Sources:

Nutraceutical Business Review - Skincare Trends in 2023 -13th March 2023

Good Housekeeping - The Best Collagen Supplements - 20th March 2023



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The Rise of #PerfumeTok

The fragrance category has been significantly impacted by the influence of TikTok and Generation Z, particularly in championing indie brands. The rise of #PerfumeTok over the past 18 months has led to the emergence of many niche scents that have gained cult-like status, despite the fact that online consumers cannot smell or test the products. This development is fascinating, and it is largely driven by the education and trust gained from content creators. These creators describe the scent and offer recommendations, helping consumers decide whether or not to make a purchase.

One indie brand that has enjoyed major success on TikTok is Phlur's 'Missing Person' perfume, which remains one of the top trending fragrances on the platform.

As this generation has demonstrated, it is products that are exclusive and unique that capture their attention.



Sources:

Glamour - #PerfumeTok says these are the top 13 viral fragrances to buy - 20th March 2023
Grazia - The Viral 'Missing Person' Fragrance - 9th Nov 2022
IMAGE: Selfridges - Phlur Missing Person



Inclusivity accelerates

According to CosmeticsDesign-Europe, cosmetic brands must prioritise inclusivity and conscious beauty in their product development this year. This trend will drive the demand for customisable and gender-neutral products that cater to diverse ethnicities.

When it comes to conscious beauty, sustainability is key, and brands must offer refillable packaging options to meet consumer expectations. Belinda Carli, Director of Australia's Institute of Personal Care Science, notes that consumers value product quality over packaging aesthetics.

Additionally, consumers are willing to wait for benefits to show over time but expect some visible results after the initial few uses. Informed consumers understand the importance of continued product use for long-term benefits.

Source: CosmeticsDesign-Europe - Inclusive and conscious - 10th April 2023

BeautyStreams presented five key trends for 2023-2028 at Cosmoprof this year, one of which was 'multi-roots'. Michael Nolte noted the shifting patterns worldwide. "By 2065 in the US, for example, there would be no single majority racial or ethnic group in the population."

This trend opens up a huge area of R&D for brands, as they look ahead to be able to offer products that cater people with a mix of ethnicities. The example given, "So, you can have a black person, maybe with black textured hair, Caucasian freckles, and Asian eyes."

Also, regarding inclusivity, it's about what needs we have in common, such as skin unevenness, which affects all skin colours. There will be increased emphasis on this type of skin need.

Source: CosmeticsDesign-Europe - 'Multi-roots' beauty is the new 2023 standard - 22nd March 2023



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Scalp microbiome

K18 is a brand renowned for its carefully curated line of hair care products that are rooted in science and aimed at providing scalp and hair benefits.

A key aspect of their range is hair bond-building, which has resulted in the development of a cult product - the leave-in molecular repair hair mask. In exciting news, K18 has announced a partnership with HelloBiome to delve deeper into understanding the scalp microbiome.

With the skin microbiome gaining more attention in recent years, this specific focus on the scalp holds immense potential for innovative hair care products.

Suveen Sahib, co-founder and CEO of K18 stated, "This is not just about creating microbiome-certified products. This is about actually understanding how this critical ecosystem works with the biology and gets impacted by everything we do."

Beauty Independent reported that, Elsa Jungman, CEO and founder of HelloBiome, has observed a trend among brands, particularly indie brands, of redirecting a portion of their marketing budget towards scientific research. She notes that traditional marketing strategies have become less effective and sustainable, with consumers seeking more meaningful and long-term value from products they purchase. By investing in in-depth research, brands can better understand their products and their impact on consumers, leading to sustainable growth and increased customer loyalty. As Jungman puts it, "building something way more meaningful" is the key to success in today's market.

Source: Beauty Independent - K18 and HelloBiome partnering to study scalp microbiome - 10th April 2023



Halo42 - Versatile Skincare Serum

Halo42, a beauty company, offers a multi-purpose skincare serum that can be applied on various parts of the body, including the face, hands, feet, and hair. Trendhunter reported that the serum, called the 'Oil Over Me Face & Body Elixir,' contains a special ingredient sourced from South America known as Copaiba. This ingredient is extracted from the trunks of pinnate-leaved leguminous trees and is renowned in the region for its anti-inflammatory properties, ability to reduce stress, redness, and scars, and effectiveness in post-sun exposure.

This versatile serum from Halo42 comprises a unique blend of sunflower, jojoba, and rosehip oils. These oils are rich in vitamins C and E, providing excellent moisturising benefits for the skin.

For an indulgent after-shower experience, Halo42 recommends using its Oil Over Me Face & Body Elixir.



Source: Trendhunter - Halo42 Boasts an incredibly versatile skincare serum - 10th April 2023



The top 5 male grooming trends of 2023

A helpful round-up of male grooming trends has been produced by Cosmetics Business, reflecting a significant shift in attitudes towards modern masculinity and men's use of grooming products.

According to exclusive data from Kantar, men's toiletries and fragrances grew by a healthy 7% in 2022, making it one of the strongest categories in total beauty and personal care in the UK.

The article identifies five key trends, including the impact of TikTok's #GRMW trend in encouraging men to adopt make-up and skin care routines, the reshuffling of men's aisles in major beauty retailers, and the emergence of clinical and ingredient-led solutions formulated for male skin concerns.

Source: Cosmetics Business - The Top 5 male grooming trends of 2023 - 4th April 2023

M&S launches biggest ever Home Care range

M&S has launched its biggest range of home care products. The range consists of cleaning, laundry and sensitive skin products.

There's a range of multi-surface, bathroom and kitchen cleaners, disinfectants, and fabric fresheners that cost between £2 and £3.50.

Key to the launch are the fragrances used. Over 19 unique fragrances blended with top fragrance houses. They are proving extremely popular! The Grocery Gazette reported, "This comes following a recent M&S Customer Collective Survey of 3,333 customers which found the smell of a product to be the most important factor for 64% of respondents."

Source:

The Grocery Gazette - M&S launches biggest ever home care range - 2nd Feb 2023



California Olive Ranch launches recyclable aluminium oil bottles

California Olive Ranch has unveiled its latest range of sustainable aluminium bottles, which are completely recyclable. This decision by the company showcases how selecting aluminium can enhance a brand's environmental credentials. Not only is aluminium lightweight, but it is also durable compared to glass.

The product is specifically designed for travel purposes, catering to camping and glamping enthusiasts. The packaging material is intended to preserve the oil's quality and protect it from overexposure to light and oxygen.

Source: Packaging Gateway - California Olive Ranch launches recyclable aluminium oil bottles - 6th April 2023



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