THE NEW SKINCARE RITUALS: K-BEAUTY MOVES WEST

Asian skin care trends continue to drive innovation in ingredients and textures, and influence "new rituals" in the West.

Foam cleanser
Sleeping mask
Anti-ageing
Toner
Whitening
Wash-off mask
Sheet mask
Face creams

These trends continue to shape the future of product development with novel textures and diverse formats.

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JUNE 2015

Euromonitor "The future of skincare game changing trends and influencers" June 2015

Sources: Mintel "Korean Beauty" October 2016

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The world has seen an increase in both availability and popularity of natural and natural-inspired products, due to changes in regulations and a growing consumer demand for safer & more skin-friendly formulations and the premium credentials.

Inspired by these, brands with natural & pharma positioning of brands will continue to explore beauty items.

Trends include: Pumpkin, snail, charcoal, egg, fermented plants, and superfoods.

What's so great about K-beauty products is that they combine just the right amount of gimmick with the tone-up creams, which stem from six main categories. But while the rituals are becoming simpler, the number of products per step does not decrease.

Consumers have begun to curate their skincare routines, daily, weekly, morning and night-time, choosing products based on their personal needs.

New Korean skincare rituals are based on the idea that the future of skincare will cross into other categories - from cosmetics to oral hygiene shampoo & conditioner, deodorant, fragrance, and even make up tutorials for skin diagnosis or content & digital devices.

What's Next?

SKINCARE BENEFIT CROSSOVER

On trend ingredients, features, and claims from traditional skincare to other categories - especially fashion.

WHAT'S NEXT?

Playing with Innovations

SWF is defined as the number of unique Western-facing items that can be found in global searches. Several studies have been influencing the growing male beauty market.

Naturals will increase in popularity thanks to a trend of healthy, natural & digi-tech items that can help diagnosis and makeup analytics.

Go to http://Genencare.dupont.com/genencare

Learn how the natural active ingredients from DuPont are helping beauty brands deliver on these new trends and stay at the forefront of innovation.