



**Euromonitor
International**

Top Five Trends in Beauty and Personal Care

April 2025

Table of Contents

Our expert's view of Beauty and Personal Care in 2025

Key findings

INTRODUCTION

The beauty and personal care industry sees a slowdown in growth

Top Five Trends in Beauty and Personal Care in 2025

Top five trends uncovered

RECESSION GLAM

Consumer pricing sensitivity and desire for affordability are rising in skin care

Shift to price and value and reliance on stocking up benefits mass C-beauty brands

Walgreens premiumises private label skin care to further price accessibility

Prioritise price accessibility and communicate value, efficacy and benefits

CLINICAL CONFIDENCE

Appetite for science-backed beauty propels popularity of dermocosmetics

Dermatologist-founded and -developed brands for skin of colour debut in India

Personalised subscription-based Viome extends diagnostics to oral health and oral care

Commit to research and efficacy to gain trust among consumers

HEALTHSPAN PLANS

Health claims, daily usage, and sales growth ramp up sun care globally

EltaMD's "green sunscreen" makes big debut for its multifunctionality and skin health

Proprietary ingredient from oral supplements elevates health benefits of facial serum

Showcase health-driven outcomes and ecosystem of wellness positionings

LOYALTY IMMERSION

Immersive, entertaining and shareable experiences cultivate customer loyalty

K-beauty Rom&nd embraces Paris Olympics-inspired themed pop-up store

e.l.f. beauty dives further into creating content by launching in-house production arm

Where consumers spend their screen time and offline moments shapes what they buy

ECO-EVALUATION

Hair care benefiting from sustainability innovation in ingredient sourcing and packaging

Davines' sustainable strategy in packaging and ethical sourcing helps differentiate hair care

Sustainable beauty gains momentum following passage of EU packaging laws

Commit to refills, sustainable sourcing, and certifications to reduce footprint

CONCLUSION

Future implications

Opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-beauty-and-personal-care/report.