



eyva

Future of Skincare in 2024

Embracing Ingredients that Fortify, Hydrate, and Protect without Over-Exfoliation

We anticipate a departure from the prevalent over-exfoliation trend in the skincare industry, with a focus on incorporating nourishing and protective ingredients. Ingredients such as ceramides, seaweed, algae, and sun-safe retinol alternatives are gaining increased popularity among consumers. We believe these components fortify the skin's natural barrier, provide deep hydration, and offer protection against environmental stressors—all without the harsh side-effects associated with excessive exfoliation.

seaweed

Possible predicted yoy growth could vary between **+18%** to **+34%**

ceramides

Possible predicted yoy growth could vary between **+10%** to **+18%**

algae

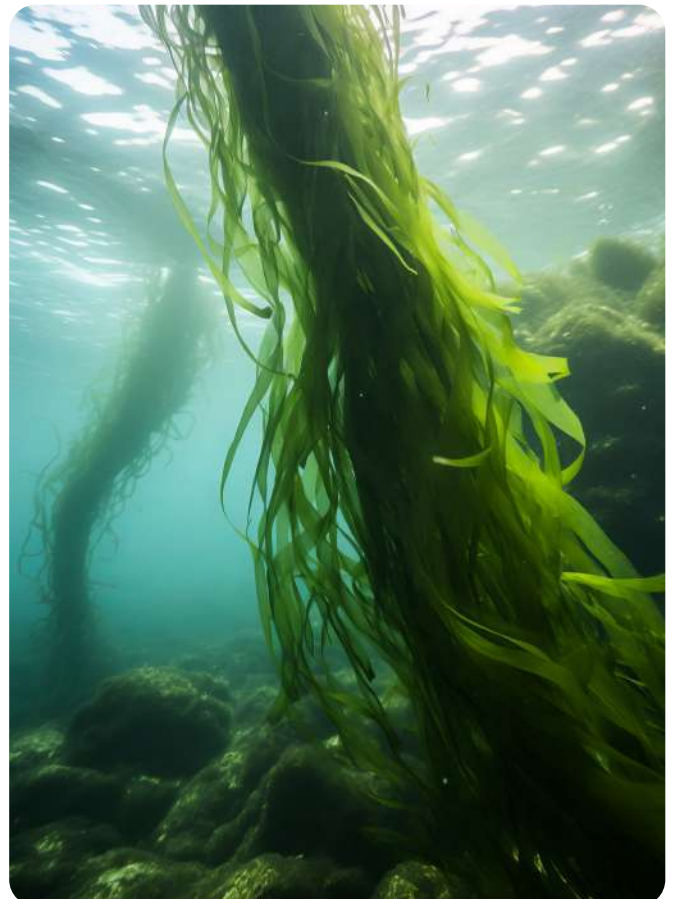
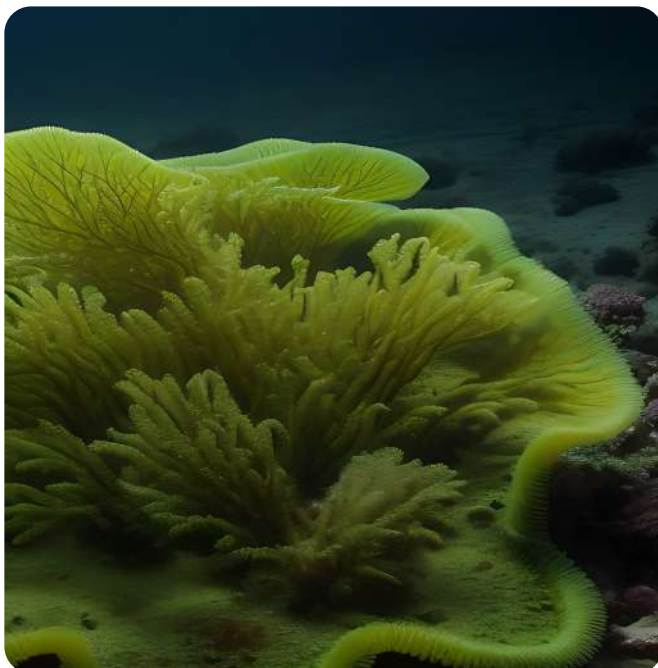
Possible predicted yoy growth could vary between **+27%** to **+49%**

retinyl palmitate

Possible predicted yoy growth could vary between **+19%** to **+35%**

bakuchiol

Possible predicted yoy growth could vary between **+34%** to **+64%**



The Surge of Natural Skincare and Sustainable Beauty

Continuing the departure from chemical-laden products, there is a notable surge in the utilization of natural ingredients within the skincare realm. This movement is fueled by consumer preferences for skincare ingredients that not only enhance aesthetic appeal but also deliver tangible health benefits to the skin.

Moreover, this natural skincare trend is aligned with an increased emphasis on sustainability and eco-conscious choices. Consumers are gravitating towards products that not only prioritize their skin's well-being but also uphold environmental responsibility. As a result, beauty brands are innovating to incorporate sustainable practices, biodegradable packaging, and cruelty-free formulations into their offerings, contributing to a comprehensive shift towards a more conscious and holistic approach to beauty.



natural effect

Possible predicted yoy growth could variate between **+6%** to **+10%**

bio (attribute)

Possible predicted yoy growth could variate between **+7%** to **+13%**

clean beauty (attribute)

Possible predicted yoy growth could variate between **+7%** to **+13%**

The Shift from Glossy to Plump Skin in Skincare Trends for the Upcoming Year

In the coming year, we anticipate a transition from a preference for glossy skin to a preference for plump skin. Consumers appreciate water-based ingredients in skincare, indicating a departure from the popularity of heavier oil and balm-based products. The emphasis will be on cultivating well-balanced, healthy skin through a streamlined routine that incorporates both oil and water-based products. This trend reflects a shift toward a more balanced and moderate approach to skincare, steering away from extremes.

glossy effect

Possible predicted yoy growth could variate between **-8%** to **-16%**

plump effect

Possible predicted yoy growth could variate between **+8%** to **+14%**

For example lets take a look at **water based cleanser** performance on Google

water based cleanser

630 Monthly search volume in Germany
+161% YOY Growth

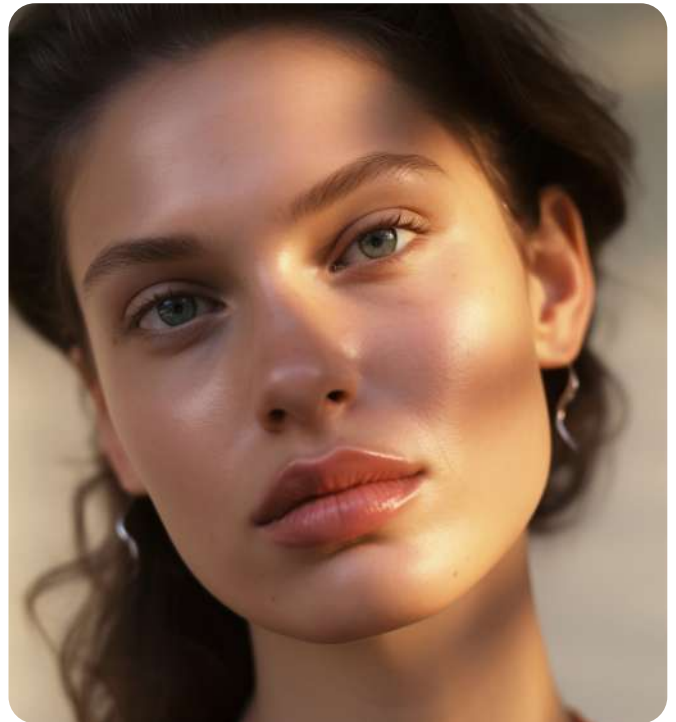
Possible predicted yoy growth could variate between **+62%** to **+161%**



Generation Flex, AI, and Sensory Packaging Transforming the Industry

In the dynamic landscape of 2024, we find ourselves in the midst of a transformative shift embodied by 'Generation Flex.' No longer bound by fixed identities, we embrace the fluidity of change—whether in fashion, cosmetics, or our multifaceted personas both online and offline. This era demands unparalleled personalization, and artificial intelligence (AI) emerges as a key player in the beauty industry. From digital diagnostic tools to virtual fragrances and in-game launches, AI offers beauty brands innovative ways to connect with their audience. Experiential spaces, featuring pop-up stores, festival events, podcasts, and influencer collaborations, redefine how brands engage with their target demographic.

Amid this evolution, packaging takes on a pivotal role. It becomes a canvas for memorable and mindful experiences, incorporating technology to connect with online skincare programs and offering unique formats for mix-it-yourself formulas. As our senses become the focus, haptic packaging with audible closures, distinctive shapes, and color-changing or textured finishes takes center stage. Soft-touch packaging echoes the velvety feel of enclosed formulas, while glossy aesthetics mirror the sheen of the products within. The beauty industry of tomorrow is an immersive blend of adaptability, technology, and sensory engagement, creating a space where personalized experiences reign supreme.



THANK YOU FOR THE ATTENTION!