

The background of the slide is a rich, golden-yellow color. It is adorned with numerous translucent, spherical droplets and bubbles of varying sizes. These droplets are concentrated more towards the bottom and right sides, creating a sense of depth and movement. The lighting on the droplets gives them a three-dimensional appearance, with highlights and shadows. The overall aesthetic is clean, modern, and evocative of natural ingredients or scientific innovation.

# Ingredients With Bright Future in 2024

# Niacinamide



161K

MONTHLY SEARCH VOLUME

+41%

YOY GROWTH

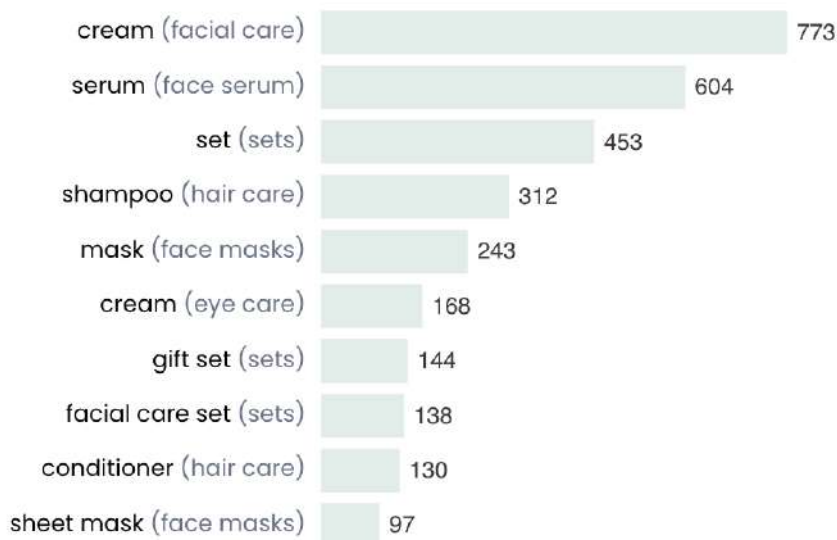
Possible predicted yoy growth could  
variate between +12% to +22%

Niacinamide is a form of vitamin B3 that is used in beauty and personal care products due to its potential benefits for the skin. It is a multipurpose skincare ingredient that helps build keratin, a protein that maintains skin health, and has been shown to make skin stronger, smoother, and brighter. It has anti-inflammatory properties that can help calm redness and irritation in the skin and regulates sebum production, making it a popular ingredient in products marketed for treating acne or rosacea.

## Benefits

Niacinamide has several potential benefits for the skin, including:

- **Brightening:** Niacinamide can help brighten the skin and reduce hyperpigmentation.
- **Anti-aging:** Niacinamide can help reduce the appearance of fine lines and wrinkles and improve skin texture.
- **Acne treatment:** Niacinamide can help treat acne, especially inflammatory forms like papules and pustules.
- **Reduces inflammation:** Niacinamide has anti-inflammatory properties that can help calm redness and irritation in the skin.
- **Regulates sebum production:** Niacinamide can help regulate sebum production, making it a popular ingredient in products marketed for treating acne or rosacea.



Distribution of products with Niacinamide

# Bakuchiol

21K

MONTHLY SEARCH VOLUME

+80%

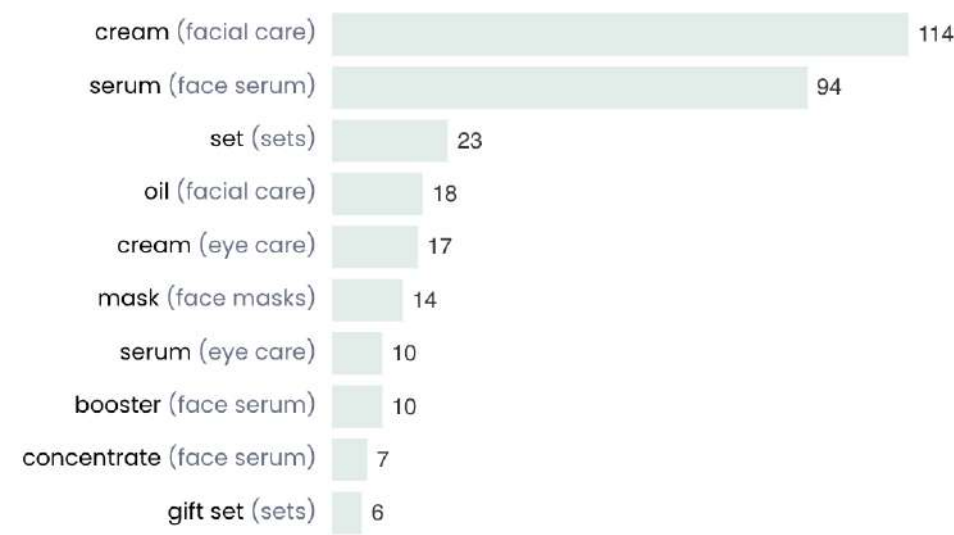
YOY GROWTH

Possible predicted yoy growth could  
variate between +34% to +64%

Bakuchiol is a natural, vegan plant-derived alternative to retinol, which is a vitamin A-based element that supports skin cell turnover. It is derived from the seeds and leaves of the Psoralea corylifolia plant and is a powerful antioxidant. Bakuchiol has similar properties to retinol but is gentler on the skin, so it is believed to provide the same benefits without the pitfalls of redness and irritation.

## Benefits

Bakuchiol works incredibly well in enhancing skin complexion and radiance. It deeply diffuses into the skin cells to reduce the appearance of dark spots and cure hyperpigmentation. Furthermore, the presence of bioactive compounds helps to fade away fine lines and wrinkles by stimulating collagen production, thereby improving skin elasticity and tone. Bakuchiol helps prevent fine lines and wrinkles, and helps with pigmentation, elasticity, and firmness. It is also naturally very gentle on the skin and does not cause any irritation, which is beneficial in averting skin dryness and revamping skin health from the inside out.



Distribution of products with Niacinamide

# Algae

91K

MONTHLY SEARCH VOLUME

+40%

YOY GROWTH

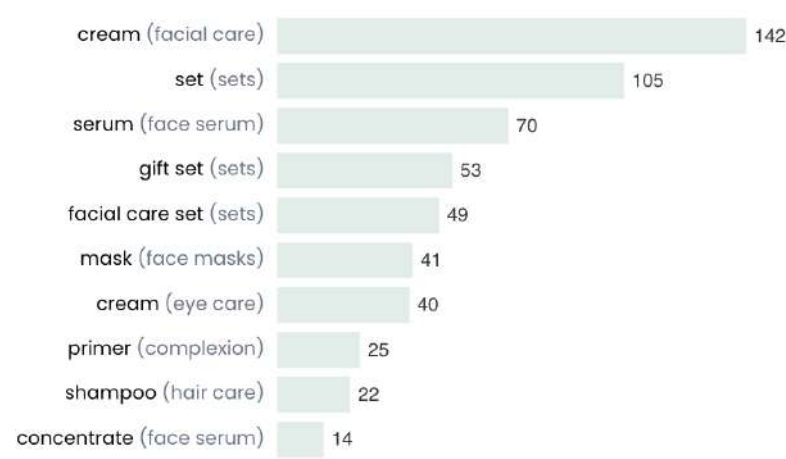
Possible predicted yoy growth could  
variate between +27% to +49%

Algae extract is a skincare ingredient derived from various species of algae, such as seaweed, blue-green algae, and red algae. Algae are rich sources of biologically active metabolites, including antioxidants, anti-inflammatory agents, alginates, polysaccharides, and carotenoids. The extract can be obtained through different methods, resulting in a wide range of algae extract types with varying properties and benefits.

## Benefits

- **Lowering oxidative stress:** Marine algae extract can help alleviate dry skin by lowering oxidative stress.
- **Combatting skin aging and pigmentation:** Algae extracts have the potential to combat skin aging and pigmentation due to their rich bioactive substances.
- **Antimicrobial properties:** Algae extracts may work as antimicrobial agents, contributing to overall skin health.
- **Stimulating ceramide production:** Red seaweed extract can stimulate ceramide production, which tightens the epidermis and limits transepidermal water loss.

Across Product Types



Distribution of products with Niacinamide

# ASTAXANTHIN

88K

MONTHLY SEARCH VOLUME

+65%

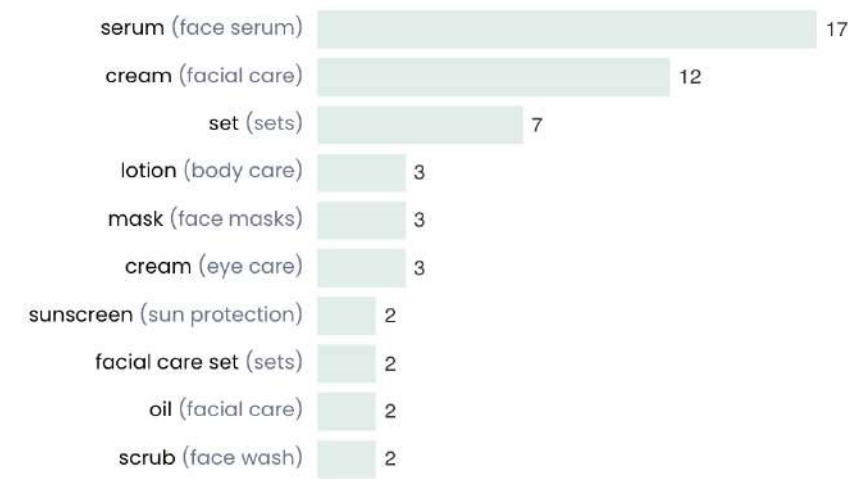
YOY GROWTH

Possible predicted yoy growth could  
variate between +48% to +90%

Astaxanthin is a naturally occurring carotenoid pigment that is responsible for the red or pink color in various marine organisms, such as salmon, shrimp, and lobster. It is also found in certain types of algae. In recent years, astaxanthin has gained popularity in the beauty and personal care industry due to its antioxidant properties and potential health benefits.

## Benefits

- **Antioxidant:** Astaxanthin is a potent antioxidant that can help neutralize free radicals, which are unstable molecules that can damage cells and contribute to aging and disease.
- **Anti-inflammatory:** Astaxanthin has been shown to have anti-inflammatory properties, which may help reduce redness, swelling, and irritation in the skin.
- **UV protection:** Some studies suggest that astaxanthin can help protect the skin from UV-induced damage by scavenging free radicals and reducing inflammation.
- **Skin health:** Astaxanthin may help improve skin elasticity, reduce the appearance of wrinkles, and promote a more youthful complexion.
- **Exercise performance:** Some research suggests that astaxanthin can enhance endurance, reduce muscle damage, and improve muscle recovery in athletes.



Distribution of products with Niacinamide

THANK YOU FOR THE ATTENTION!