Year-End

PERSONAL CARE INDUSTRY TRENDS

QUICK RECAP 2022

While interest in clean and sustainable beauty has continued to grow for several years, the sophistication of claims and consumer expectations have escalated significantly. This resulted in an exponential increase in the launch of sustainable and eco-friendly beauty products and ingredients. The bar continues to rise with the adoption of several innovative technologies and Biotech/ Fermentation based ingredients.

FUTURE VISION 2023

Ingredient manufacturers and brand owners are devising strategic plans to reduce their carbon footprints through focused M&As, smart partnerships, and product development for eco-friendly goods. Industry leaders like Croda, Givaudan, L'Oréal, and others have begun experimenting with biotechnology to develop synergistic capabilities that extend to all three key areas of biotechnology namely, blue, white, and green.

Clean and Sustainable Beauty

To lessen their impact on the environment, brands are embracing the idea of refills and reusable packaging. Several brands such as P&G, and Unilever, among others, have presented their 100% reusable aluminium bottles and refillable products with 60%-90% lesser plastics than in standard bottles.

Models like "Refill-At-Home," "Refill-On-The-Go," and "Pre-Fill" are in use and being adopted by several brands due to barriers linked to cost, supply chain, safety, etc. Since the European Union no longer allows single-use plastics and bans those companies that don't invest in sustainable strategies, this trend is going to be highly prevalent in the coming years.

Reusable and Refillable Packaging

There was a significant rise in the system solutions offerings by several ingredient suppliers developing a unique and efficient delivery system for the active complex of a skincare product. ROVISOME® delivery system (Liposomally encapsulated actives) by Evonik and PatcH2O™ by BASF among others are some of the commercialized active+delivery systems with the highest performance specifications.

Since these systems have a very high margin and provide excellent opportunities to innovate new cosmetic ingredients with claims that are backed by science, several ingredient manufacturers are actively pursuing development activities in these technologies. Microencapsulation, liposome, and micro-emulsion technologies are the major ones that will observe an increased adoption in the market in the near future.

Delivery System Technologies

Blue biotechnology, which is popularly known as marine ingredients, draws on molecules and active ingredients found in the ocean, with a particular focus on algae and microalgae. These are among the fastest-growing & evolving ingredient categories, particularly with the advent of photobioreactors, which have promoted the industrial-scale cultivation of microalgae.

Although at present just over twenty species are commercially used, this algal biomass represents a largely under-exploited potential, with more than a million species of microalgae that can be produced using this technology. Currently, manufacturers from France, Japan, and South Korea are leading in these technologies but players from North and Latin America, Europe, etc., are also getting highly attracted to this segment.

Blue Biotechnology (Marine Ingredients)

Due to their anti-aging, anti-oxidant, and anti-inflammatory properties, natural and traditional ingredients like Bakuchiol (Chinese and Indian medicine) and Jojoba Oil saw a rise in demand in 2022. Traditional herbs and plants were modified for modern needs with proven advanced efficacy and low environmental impact by ingredient manufacturers to meet this evolving market.

The "inclusivity and local sourcing trend" supports the market for traditional ingredients which will influence innovations on a global scale. Due to this, there has been an increased demand for regionally distinct ingredients like jejuvolcanic ash/ ginseng from Korea, apple cider vinegar from the US, aloe vera/ turmeric acid/ ayurvedic ingredients from India, algae/ seaweed from Japan, etc.

Retro-Future Concept