



Trends in Personal Care DSM Personal Care

Global Drivers

Macro-Economic

Middle Class Disruption
Female Power
Countries Emerging
Urbanization

Socio-Demographic

Aging Population
Emerging Generations
Shrinking Families

Techno-logical

The Internet of Things
Digitization
Smart Devices

Environ-mental

Climate Change
Pollution

Five key Trends...each with different Trend Expressions (1/2)



...each with different Trend Expressions (2/2)

Beauty Diversity

Multi-cultural Beauty

Gender Fluidity

Power of Me

New Aging

Imperfect Beauty

Mini Me

Healthy Beauty

Ancient Wisdom

Microbiome Beauty

Preventive Beauty

Medical Beauty

Mindful Beauty

Experiencing Beauty

Inner Balance

Beauty Diversity

The notion of “I want to be center of the world” by being the best at matching a standardized definition of success is flattening; sharing on twitter, facebook and instagram posts that show endless interpretations of standard beauty and happiness is evolving towards being more respectful of each individual.

People should no longer feel restricted by age, gender or ethnic background: consumers are looking for unique and customized products and services that maximise our individual strength.

Subtrends:

- Multicultural Beauty
- Gender Fluidity
- New Aging
- Power of me
- Mini Me
- Imperfect Beauty

Fast Beauty

New technologies have changed our lives forever. We are always on, always connected and rush enthusiastically towards the endless stream of new smart devices which enables us to manage our time even more efficient than before.

We expect things to be done whenever we want - and wherever we want. We are impatient and embrace everything which makes our lives simpler, easier and quicker.

Subtrends:

- Hybrid Beauty
- Instant Beauty
- On-the-Go Beauty
- eBeauty



Healthy Beauty

The explosion of information and easy access to it has drastically changed the way we handle our health: having all the tools we need to monitor, maintain and improve our health at our finger tips has led to a new habit of taking or healthcare more in our own hands.

We pay attention to our lifestyle, physical activities and nutrition to meet our health goals in a personal and meaningful way, focusing on a qualitative and quantitative improvement of life: protection, prevention, regular health checks, diet management, nutrition advice, ...

Subtrends:

- Preventative Beauty
- Protective Beauty
- Microbiome Beauty
- Ancient Wisdom
- Medical Beauty

Mindful Beauty

Pace of modern life accelerates at a faster rate than most of us can cope with and energy levels are becoming a key concern. We experience more often an urge to take a step back and look after our mental and emotional wellbeing.

As time is scarce, we want however to feel confident that if we spend time on something, we are spending quality time, even when if it is time we spend on ourselves to unwind and relax.

Subtrends:

- Experiencing Beauty
- Inner Balance

Good Beauty

The economical crisis forced us to a more sober 'back-to-the-basics' lifestyle and to re-assess what is really important to us. We have started to look for more sensible ways of living and consuming and we are re-opening our eyes for long-established values and traditions. Aspects as 'feel-good' and 'guilt-free' have gained in weight above opulence and material status.

As we now have the opportunity to research all aspects of brands, values and transparency have become more important than before.

Subtrends:

- Natural Beauty
- Transparent Beauty
- Minimalistic Beauty
- Ethical & Sustainable Beauty
- Crafted Beauty



*Get in touch with us
for more information
on our trend research
and related solutions!*



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