KANTAR

Finding the future

Beauty and cosmetics trends

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Welcome

In this first report we want to share with you not only the leading-edge manifestations of beauty and skincare for 2022, but also Kantar's view on trends, some of the frameworks that can help you compare and prioritize needs and finally ensure you know both the power and limitations of using digital data to gain a perspective on the future.

The combination of human and machine intelligence (Trends 3.0) is the new normal when it comes to successful innovation and brand strategy. I hope we can join you in your journey to accelerate growth through big data and AI.

Cynthia Vega
Global Lead
Dx Analytics
Kantar

As all things digital continue to accelerate, which trends matter most for companies and marketers? This is a frequently asked question by our clients, so Kantar has developed a unique set of analytics solutions powered by big data and AI to identify the most relevant, impactful, and valuable expressions of trends.

These expressions may not always represent the edgiest or most outlying manifestations. But, they represent the global or local momentum from a consumer lens. We are here to help you find quantitative evidence to test your hypotheses, gain inspiration, and innovate faster. At scale, with speed.

Please enjoy our first global Beauty Report and we hope you find it both an inspiration and a guide to the resources you need to accelerate innovation.

Chris Petranto
Global Head of Analytics
Kantar

How we did it

We apply AI and analytics on big data (search and social) to identify emerging trends at speed and with scale. By layering human insight and Kantar's trends framework, we have identified growth opportunities.

For this report we have used...

2017-2021
Historical data

2022
Predicted data

17,360
Number of trends evaluated

1.27 billion
Data points

Beauty uncovered

Forces of change

What has changed in the world during 2021 from a consumer point of view? Using **Kantar's MONITOR Energies framework**, **Protection**, **Wellbeing** and **Flow** are the three highest-indexing needs (energies) globally, while Simplicity is least important and ranks last (Figure 01).

— **Protection** is now the #1 consumer need to surpass **Wellbeing** in 2021. Most likely driven by insecurities brought about by the pandemic, the need for physical safety has increased the most in the past five years.

— Also spurred by the pandemic, the need for **Flow** is on the rise. Having access to products and services when and where you need them has increased ten percentage points in the past five years.

— Everyday novelty is a more important aspect of **Experiences**. Two-thirds of global consumers now agree that they are always looking for "new experiences and sensations that will liven up their daily activities" (up seven percentage points since 2017).

The shifting of needs has implications when we apply the lens on specific categories and sectors.

Jennifer James
Executive Vice President
Head of Global Monitor
Kantar

Figure 01

TOP THREE HIGHEST-RANKING NEEDS FROM KANTAR'S MONITOR ENERGIES FRAMEWORK

Protection

Wellbeing

Flow

Living with Covid

For beauty consumers, Covid flipped everything on its head and as the vaccinated regain some amount of normalcy, bolder looks are spiking. For some, the past two years provided a time to take a break from makeup and fashion, for others, it provided the time to experiment, be artistic and creative and get all made up with no place to go. Look for even more creative expressions driven by anime. With some nightclubs and entertainment venues open, and travel possible, consumers are shelving the natural look for something a bit more exciting—with overtones of danger and extremes.

It's all good news for the beauty industry. Analysis of search trends show that people want **complete skin care systems** but are also returning to **makeup** after a pandemic break.

Top emerging products searched in Fall 2021:

- Skin care sets
- Eye shadow
- Lip stick
- Lip liner
- Lip plumper
- Face powder
- Lip gloss

Eyes go ultra bold
Eye shadow has experienced an explosion of interest. Even the most basic of eye makeup looks, the cat eye got inverted with the **reverse cat eye** where the peaks are near the center rather than the edge. Leading disruption over the last three months include: **Fujiko** eye shadow, **eye shadow sticks, liquid eye shadow** and **smokey eyes**. Fujiko is a brand that introduced **shake shadow**, where oil, water and the pigment are shaken in the tube to mix it all. The brand stresses the better application and purity of the technique. (See water as a key ingredient trend.)

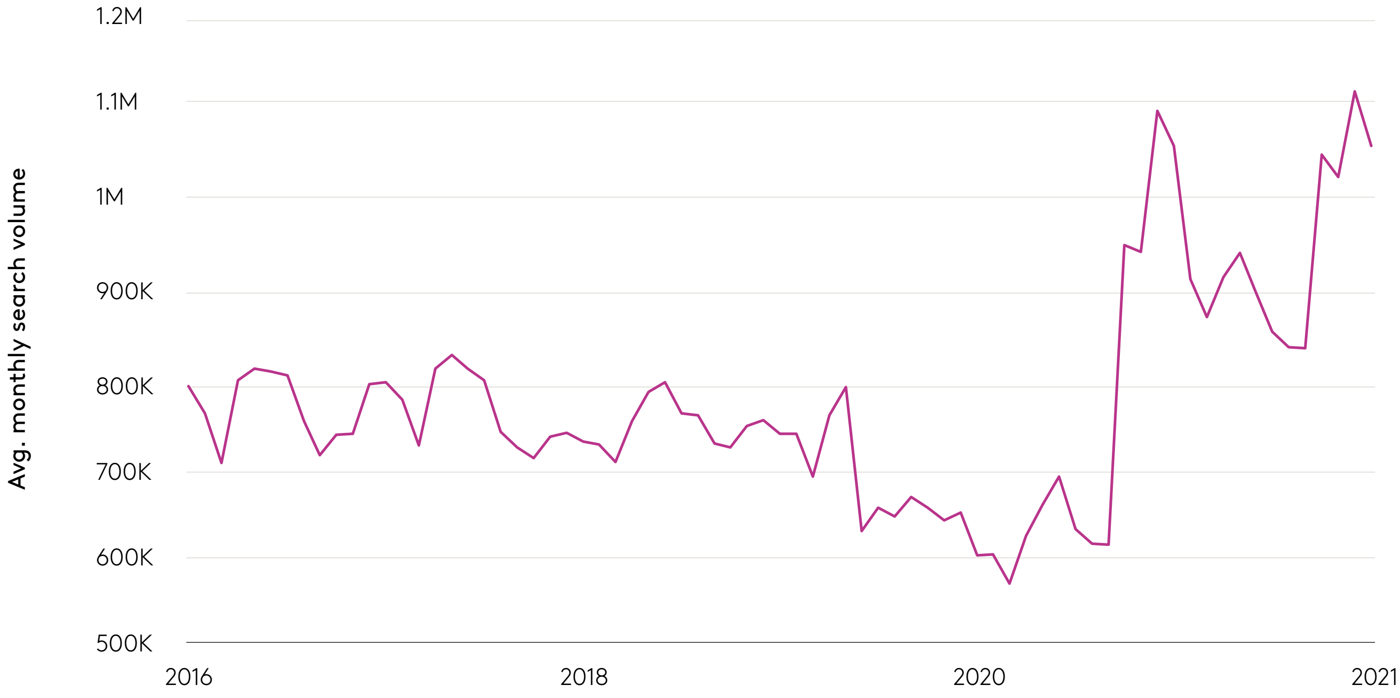
Lips are uncovered with dramatic overtones
During Covid **non-transferable liquid lipstick** is having its moment as who wants gloss on the inside of a mask. With lips uncovered the modus operandi tends to be "go bold or go home." The hot color is something first introduced in the 70s: **Clinique black honey**, a deep purple flattering to many skin tones. Lipsticks for darker skin (often called **Kenyan lipstick**) is finally available broadly. And while black lipstick has edged out of the night into general acceptability, there are still Kardashian favorable **nude tones** sought after.

Foundation and powder: made up for a world again on the go
Foundation had taken a back seat to skincare and an overall dewey, glowy look during the height of Covid but now it is once again on the rise with dramatic increase in interest in fall '21. And **face powder**, the cosmetic of many a Gen Z's grandmother, is once again sought after. There is a heightened interest in **less wasteful packaging** with foundation sticks, especially Trestique "zero waste" foundation stick, which is refillable and has its own blending sponge, generating a lot of buzz (Figure 02).

Mendhi gets flipped during Covid
The art of henna "tattooing" the palms of hands for special occasions long ago went mainstream from India but now has been flipped to be featured even more prominently on the backs of hands.

Figure 02

GLOBAL INTEREST IN FOUNDATION

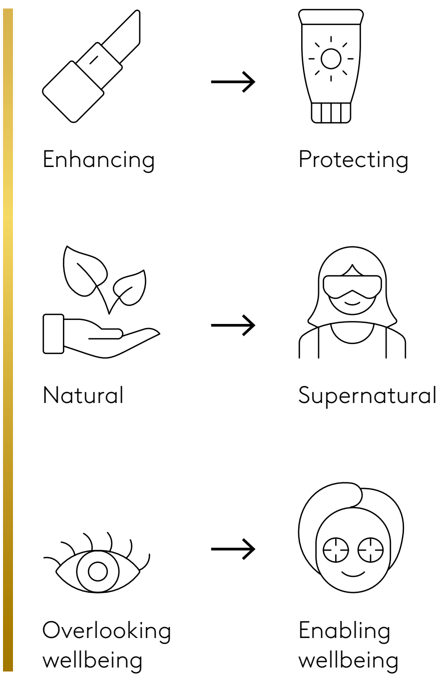


Manifestations of change

Beauty has gone a long way over the last half decade. Clean, green, organic, sustainable, and vegan beauty are no news to those in the industry. What else are we seeing from consumers? What is likely to continue to be relevant during 2022?

By applying the lens of changing needs, we see a move towards protection and status identity through cosmetics.

Here are some of the latest manifestations in beauty:



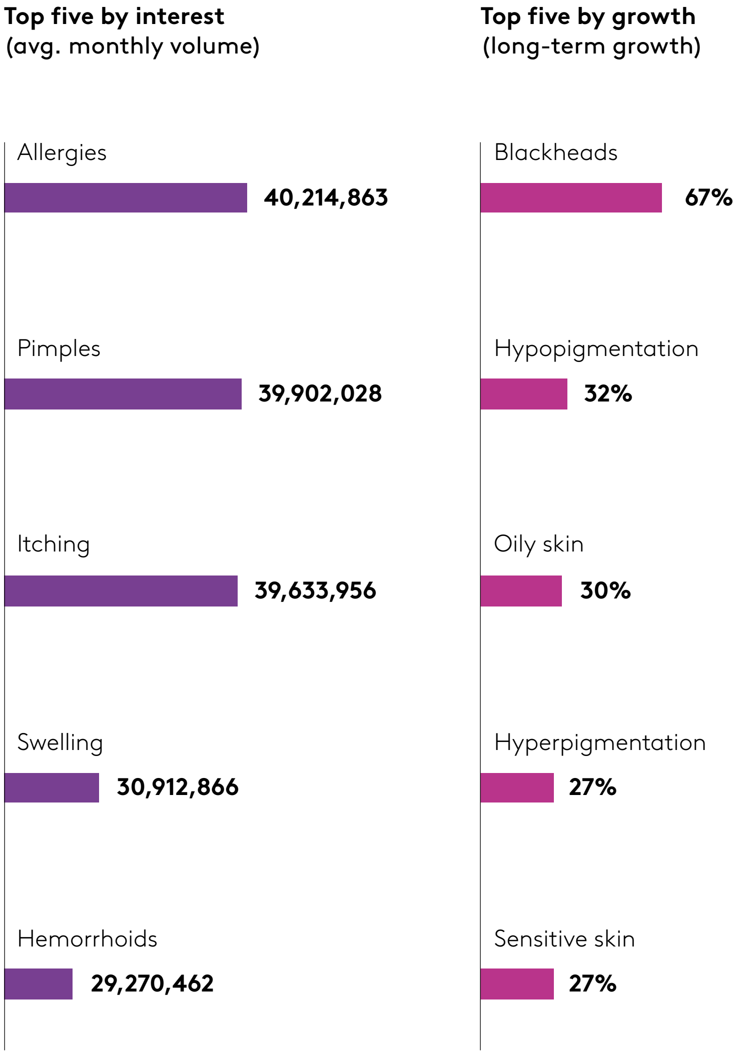
From enhancing to protecting
We know that **protection** is now the number one global consumer need, and, in this context, beauty set off to lead the trend half a decade ago. Kantar's Dx data shows that the inflection point was 2016 (the year of sultry and strong make up). Since that time demand for Cosmetics (enhancing) has effectively halved, while that for Skincare (protecting) has more than doubled.

In the context of protection specifically, we see consumer's rising interest in **blackheads**. We expect to see **non-comedogenic** products and ingredients (those that do not tend to block pores) experience a rise in interest with brands like Glossier already using this attribute in the labeling of their products (Figure 03).

Hypopigmentation (the loss of skin color) is another growing concern. This condition has usually been linked to darker skin colors and genetics, but it is also triggered by chemical, laser peels and other skin treatments that have gained popularity over the last couple of years. We would expect to see an increase in demand for non-invasive dermal science and cosmetics that celebrate and protect these bare skin imperfections.

Figure 03

BEAUTY CONCERNS FROM KANTAR'S DX SEARCH DATA IN THE LAST 24 MONTHS



From natural to supernatural, powerful identities
One of the shifting needs identified from Kantar MONITOR Energies is **identities**. We have witnessed increased interest in consumers' willingness and ability to express themselves and break stereotypes, as well as their need for novelty, sense of social reputation and credibility. In this context, we are seeing beauty products as enablers of creativity, individuality, and status (the latter linked to oral care).

Some of these manifestations include the rise of interest in **Sharingan** and **Anime** eyes. The magical properties of creatures in Anime to assume other powers through gaze are being copied in beauty to some visually stunning (or alarming) effects. Sharingan here refers to contact lenses with patterns that will certainly mark the user as a supernatural being (Kantar's Dx observed interest in the Philippines, US, Canada, India, UK and Australia). **Anime** eyes in general showed particular interest throughout LATAM.

Within the context of Anime, Kantar's Dx data (Figure 04) also showed increased interest in approaching not only the eyes, but the whole face with theatrical creativity. We expect this trend to continue during 2022.

But the rise of powerful identities linked to make up doesn't stop in Anime. **Foxy eyes** are still relevant and gaining momentum.

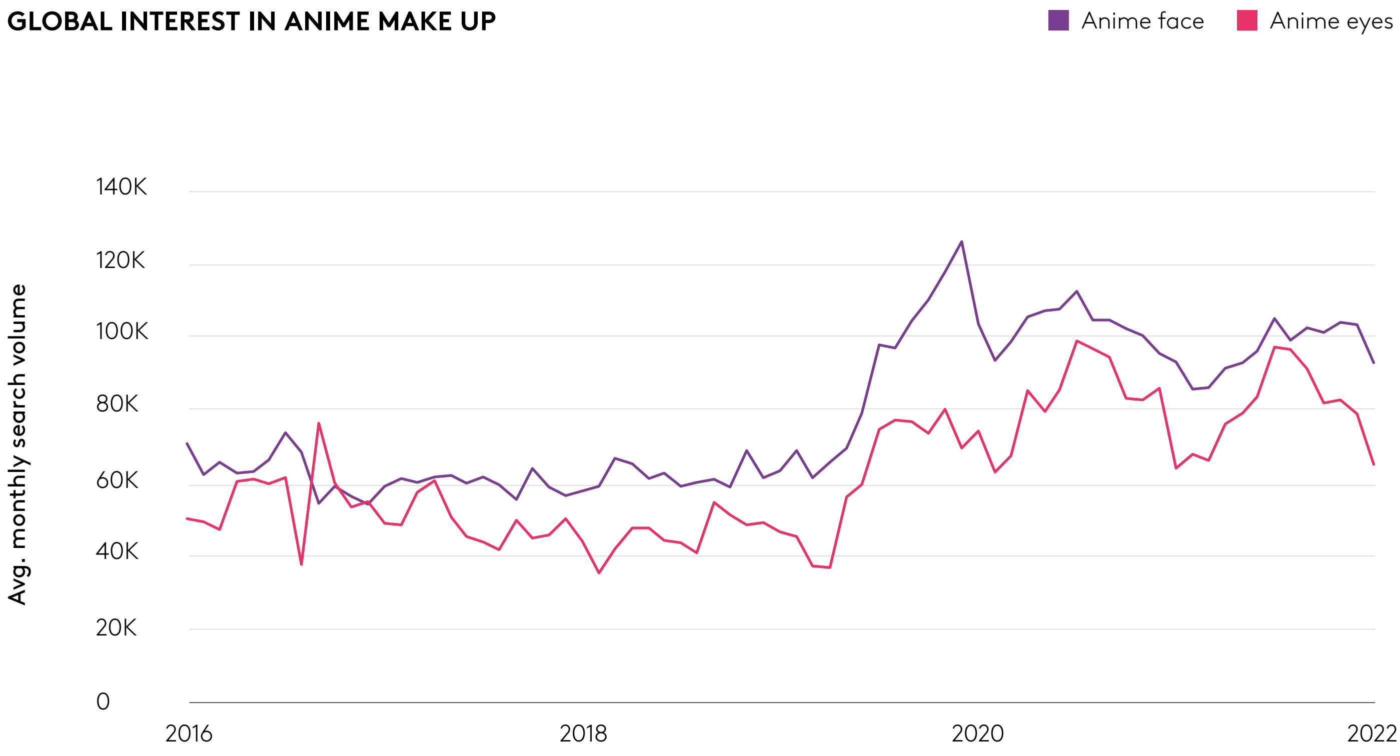
Drag queens and **non-binary** models are also now more popular, visible, and marketable than ever. Cosmetics companies have already responded and are featuring non-binary models (MAC certainly pioneered the trend when they placed RuPaul in their ads years ago).

Now, companies like Jeffree Star Cosmetics, Haus Laboratories are exploring all things related to powerful identities. What do we expect to see? An opportunity for brands to explore **all** or nothing (natural look) cosmetics. Helping consumers to add novelty to their life on special occasions, a night in, me-time and to support different identities. A growing haven for experimenting with gender expression.

What should brands do? Help consumers create their natural or super natural identity while triggering new experiences. For example, Urban Decay recently launched the 'Eternals Marvel Vault' allowing consumers achieve a super hero look.

Figure 04

GLOBAL INTEREST IN ANIME MAKE UP



From overlooking wellbeing to enabling it
It is not a surprise that there is rising interest in holistic wellbeing. Within the context of beauty this is linked to physical and mental health but also to the way we look and our environment. Over the last couple of years, we saw the rise of cosmetic procedures and beauty products that overlooked consumers' long-term health (e.g., peels, acids) and their environment (plastic pollution). Today, as we have established, the shift to skin care (protecting) means that consumers want to enable not only mental but also physical health through the beauty category.

Kantar's Dx data shows that **environmentally friendly, reusable,** and **sustainable** are the top three global concerns showing positive momentum over the last twenty four months while **veganism** is of most interest (Figure 05). Within the context of environmentally friendly, consumers look for eco-friendly, eco-responsible products, packaging and gifts, which are mostly alternatives to plastic.

So where are the opportunities? The impact of these trends is huge, as it challenges the type of products and delivery models in place today. Some of the best examples of reusable products today include makeup wipes, cotton buds, shampoo bars, skin care and face masks. Brands such as 'Jane Iredale' have been offering foundation in a refillable compact for a couple of years now and during 2021 'The Body Shop' launched refill stations globally where shoppers can refill up to twelve of its shower gels, shampoos, conditioners, and soaps with 250ml recyclable and reusable aluminum bottles.

Figure 05

TOP FIVE ENVIRONMENTAL NEEDS FROM KANTAR'S DX SEARCH DATA IN LAST 24 MONTHS

Topic	Long-term growth	Avg. monthly searches
Environmentally friendly	30%	2,882,613
Reusable	30%	5,314,973
Sustainable	28%	22,098,457
Cruelty-free	11%	1,130,325
Vegan	6%	26,777,879

From transactional to experiential
Shifting from transactional platforms to **experiential online platforms** is now the norm with brands like MAC, bareMinerals, Maybelline and L'Oreal all offering virtual makeup tools.

However, what is missing is the personal connection and new moments linked to caring for the body (beyond cosmetics). Great examples of this approach include Face Gym and brands like Ulta Beauty (A US chain of beauty stores) with their GlamLab virtual try-on tool that goes a step beyond and offers skin analysis and one-to-one consultation with experts to care for the body.

The changing face of beauty

Accelerated by the pandemic and technology, we observed consumers' needs around relationships becoming more important than ever. In this context video conferencing and working from home became our main (and only) way of socializing. This has had an impact on how we care for our body and its different parts.

The mouth

It became clear during the pandemic that our face would be the main element to show to the world who we were: our status, our mood and our health. In some markets, especially Asia, we observed a rise of interest in products such as **braces, veneers** and **teeth whitening**; (Figure 06) linked to a rising need to show one's status through our mouth (healthy, white, young-looking teeth). We also observed rising interest in skin whitening (Figure 07, next page) and we expect these trends to continue until the end of 2022.

Figure 06

GLOBAL INTEREST IN TEETH WHITENING

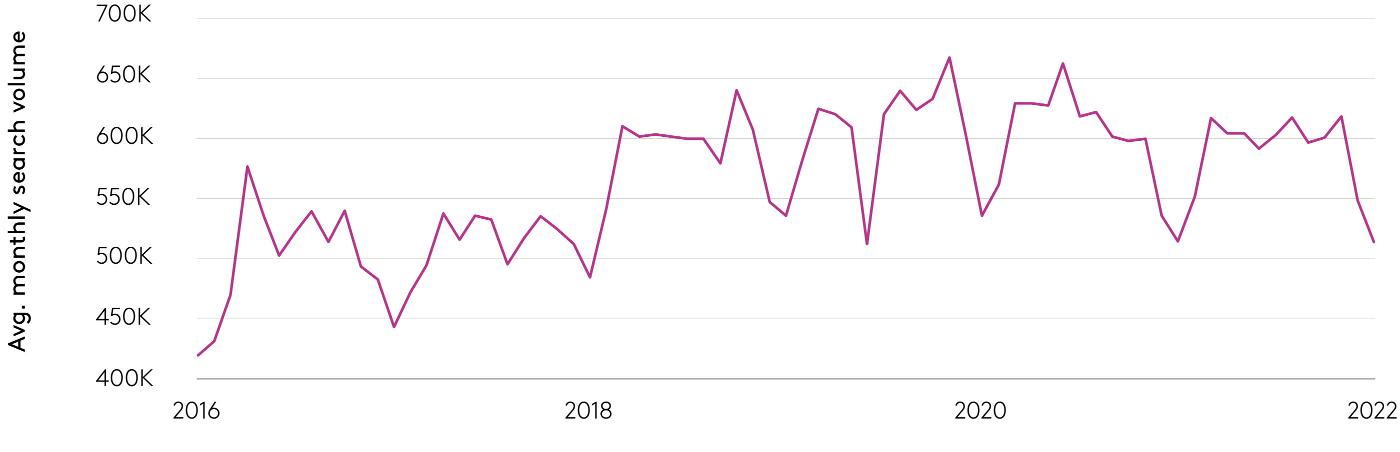
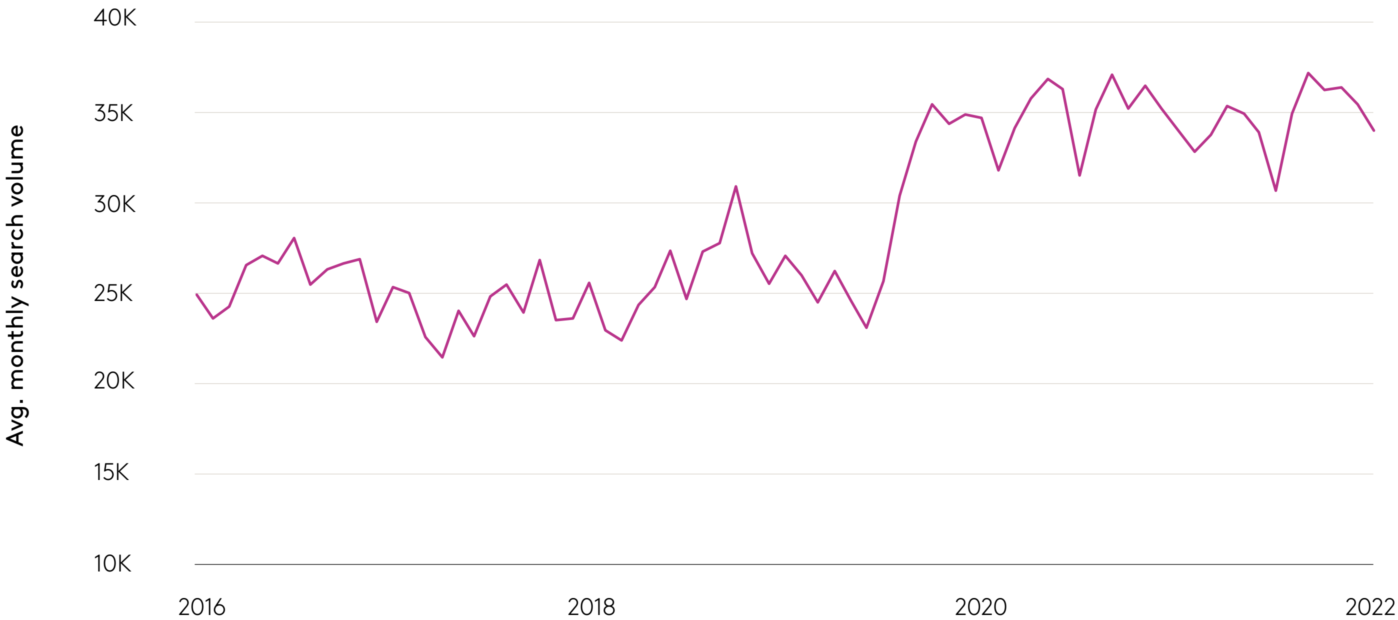


Figure 07

GLOBAL INTEREST IN SKIN WHITENING



The eyes
What could you still see above a mask? Our eyes seemed to be struggling with great concern over **redness**. Too much time in front of screens? Interest in caring for eye redness peaked across the board. According to some influencers, one of the most useful makeup fixes to distract from bloodshot eyes is switching to a **navy liner** and mascara. The implication for brands? Now cosmetics and eye products focus on enhancing the look (hiding, depuffing, smoothing, brightening), while redness of the eye is left to medical / pharma solutions. Is there a space for cosmetics to play in eye health? The relevance of the eyes will continue during 2022 (Figure 08).

The foreheads
They came into prominence with a great deal of concern about their perfection. There has been a well-documented spike in interest in **injectables** like Botox, but Kantar's Dx data also shows rising interest in forehead tattoos, brow lifting, diamonds in the forehead, wrinkles, and pimples in the forehead. Where is the opportunity? We expect **brow lifting** to be relevant during 2022. With consumers longing for new experiences, combined with the use of tech to enable non-invasive procedures that promote wellness and socialization, there could be a white space for brands to play. Think 'me-time' to do your nails, forehead, and mouth. Face Gym, a UK brand, is already offering some of these experiences in London (Figure 09).

The nails
Nails continue to have their moment, but beauty consumers were perplexed when stuck in lockdown about how to remove gel polish without the benefit of a salon. Perhaps driven by the looks on celebrities like Billie Eilish and Cardi-B, the most searched shape was not the stiletto or coffin, but more wearable almond shaped nails. A term related to nails was "mushroom", here was not a fungal issue, but a return to the '70s with fanciful toadstools adorning fashion as well as pinkies.

Figure 08

GLOBAL INTEREST IN EYES

Source: Global search data

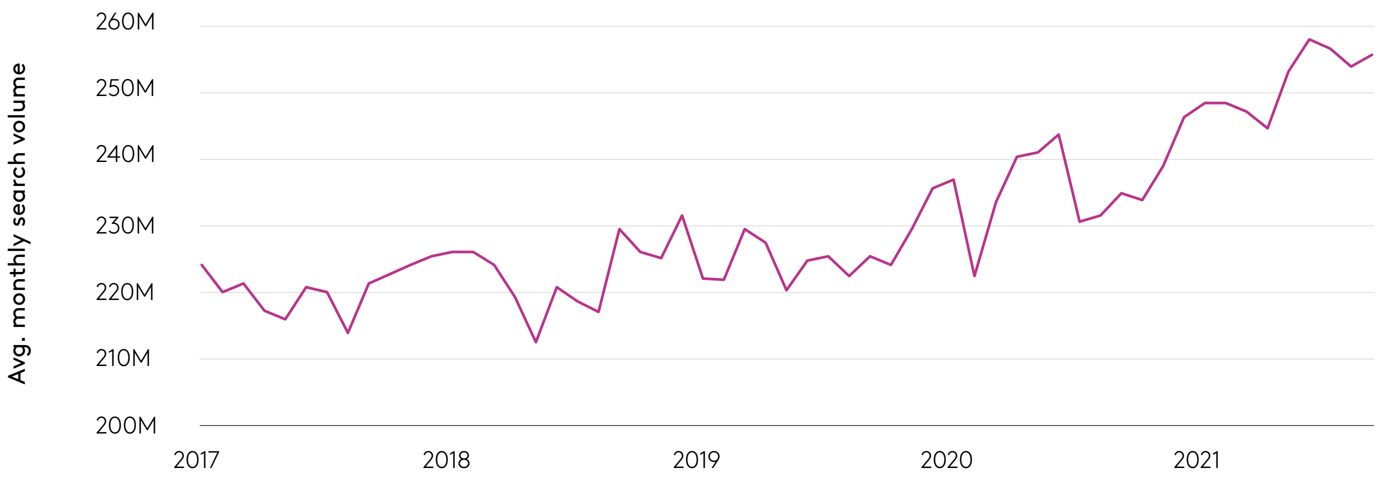
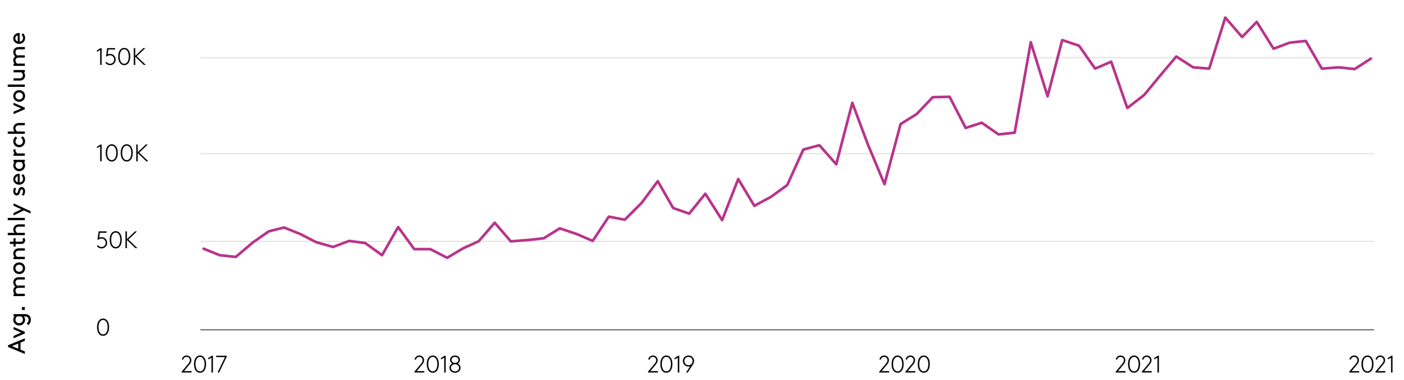


Figure 09

GLOBAL INTEREST IN BROW LIFT



Time to mix the basics with science

Back to basics with water
Water, water, everywhere and it's not just about drinking. When we think about trends, we tend to think about exotic substances, but the reality is that **water** as an ingredient has a strong linkage with beauty and appears to be re-gaining momentum. We observe disruptive interest (low crowd, high momentum) in **alkaline water, oat water/milk, skin care water, b5** and **black water** (fermented Black Rice). These global disruptive trends will likely stick during 2022 according to Kantar's Dx data. Time for brands to get back to basics.

Other ingredients to watch
Based on Kantar's Dx global data, other disruptive ingredients to watch include:

— **AHA + BHA.** The combination, meant to clarify and peel.

— **Azelaic acid gel.** Found in wheat, rye and barley, azelaic acid is a nature-identical antioxidant that can help reduce inflammation. Clinical studies show that azelaic acid gels can minimize the appearance of swelling and visible blood vessels caused by rosacea.

— Minimalist **niacinamide.** Meant to repair the skin barrier, boosting dermal immunity.

— **Vitamin Q10.** A hero in Japanese beauty. Evens skin tone, reduces sun damage, improves skin hydration.

— **Seaweed sheets.** To purify the skin.

— **Water activated eyeliner.** Water is making its way not only to skin care but also to cosmetics. Fit for fairly opaque colors and best for creative make up.

— **Pantothenic acid or Vitamin B5** (for acne). Meant to offer anti-inflammatory, moisturizing, restorative, and wound healing benefits for our skin.

— **Black mushrooms.** A lot of mushrooms are classed as adaptogens, so they 'work at a molecular level to bring balance and regulate cell function'. They are meant to help calm stress, normalize hormones, and reduce inflammation. Chaga, is for example a black mushroom.

Top 20 disruptive ingredients—global, 24 months
Continuing with the ‘science’ trend, disruptive ingredients over the last 24 months tend to be mostly organic chemical oriented. We are seeing acids, vitamins and oils still gaining momentum (Figure 10).

Figure 10

DISRUPTIVE INGREDIENTS, RANKED BY HIGHEST GROWTH OVER THE LAST TWO YEARS

1	Nicotinamide (Vitamin B)	222%
2	Beta hydroxy acid (BHA)	166%
3	Vitamin A	86%
4	Alpha hydroxy acid (AHA)	84%
5	Tretinoin (mostly used for acne)	74%
6	Squalane	68%
7	Azelaic acid	63%
8	Retinoid	62%
9	Salicylic acid	53%
10	Sunflower oil	48%
11	Glycolic acid	47%
12	Denatured alcohol	42%
13	Tamanu oil	40%
14	Hyaluronic acid	39%
15	Kojic acid (fungi derived)	37%
16	Benzoyl peroxide	36%
17	Adapalene	36%
18	Triethanolamine	34%
19	Botulinum toxin (botox)	32%
20	Kokum oil	31%

Looking to Asia

Asian trends have dominated global beauty trends for at least the last decade and it's especially important to investigate what is bubbling up on a country-by-country basis.

Skipcare: A reprieve from lengthy skincare routines gains momentum
After a decade dominated by an emphasis on intricate routines and heavily filtered aesthetics, a return to simplicity and authenticity is emerging. **K-Beauty** (Korean Beauty), famousfor its emphasis on skincare, and in particular the 10+ step routines involved in maintaining a glowing complexion, is evolving to include other approaches—including a simpler alternative called **skipcare**.

This evolution reflects the growing influence of **J-Beauty**, or Japanese Beauty, which focuses more on quality over quantity. Some beauty commentators have even compared this shift to "Marie Kondo for your beauty cabinet." While K-Beauty has developed a reputation akin to fast beauty, J-Beauty is more aligned with the concept of slow beauty, while still emphasizing innovation and technology. J-Beauty is closely tied to local cultural values around luxe minimalism and understated simplicity, with aesthetics that diverge greatly from K-Beauty's emphasis on fun and playful graphics and colors. Well-known heritage brands like Shiseido and SK-II are taking this approach, as are newer J-Beauty brands like Suqqu, Rooki, Ubuna,Uka, Surratt, and Shiro.

Finding beauty in 'imperfection'
Asian markets' embrace of **natural features** and flaws grows. Along with routines being pared back, there is an emerging acceptance of flaws by many young consumers as they begin to embrace a more natural look. It's a translation of the broader cultural value of 'wabi-sabi'—which emphasizes finding beauty in imperfection.

Natural beauty is a significant departure from the mainstream values amongst Korean and Chinese consumers over the past few years, which unabashedly embraced extreme plastic surgery and non-invasive cosmetic procedures. In Korea, a recent movement called **Escape the Corset**, partially inspired by #MeToo and other feminist calls to action, has gained momentum as a backlash against rigid beauty standards and the mass acceptance of plastic surgery. Women are showing their commitment to the movement by rebelling against these standards, for example, destroying their makeup collections or cutting off their hair, and sharing the activity on social media with the accompanying hashtag.

Vivek Priyadarshi
Head of Analytics, Singapore
Kantar

Meanwhile in the Philippines, women are also beginning to rebel against commonly accepted mass beauty standards. For instance, although many Filipinas have curly hair, the media and beauty brands overwhelmingly promote a heavily straightened look resembling Western models and celebrities. Communities like **Curly Girl Philippines** are working to encourage women to embrace their naturally curly hair and promote self-love.

Another significant development characterizing the acceptance of flaws and natural features is the conversation around re-defining darker skin tones as beautiful. Women have rallied around the hashtag **#magandangmorenx** to voice their discontent with the skin lightening industry and rampant colorism in many communities. Indian makeup artists are working to change the narrative around favoring lighter skin, using their social media accounts as platforms to showcase beauty for darker skin tones.

Korean disruptors
Korea has outsized impact in global popular culture, beauty and skincare and it's imperative to look at disruptive manifestations of change linked to ingredients over the past two years as well as in fall of 2021. These ingredients may inform products the rest of the world buys one or more years in the future. Look for **golden olives, biotin, low-fluid collagen peptides, kombu** and **wakame** (a kind of seaweed, obviously sustainable, good for hair and eating), **glutamine, coenzymes,** and **illiyoon** (an indigenous Korean herbal ingredient), and **ceramide** to show up in new beauty creams.

Gaining or re-gaining interest in Korea:

- Silicone
- Olive oil
- Skin whitening
- Biotin
- Argan oil
- Chamomile
- Peptides
- Coenzyme Q10 (Ubiquinone)
- Glutamine
- Wakame
- Potassium hydroxide
- Ceramide
- Photoaging (impact of light in skin)

Blurring boundaries

When it comes to men and cosmetics—we are seeing growing interest in male related beauty over the last two years.

Men's concerns center mostly around:

- Beard / Hair removal cream
- Skin care sets / Face care / Face care routines
- BB cream
- Beard color

Will Covid beards continue to grow? What is clear is that men are paying more attention to taking care of their skin, some are willing to explore foundation (BB cream) and purchasing all manner of beard care related items including dying their beards.

Key markets where this is relevant are the UK, India, US, UAE, Australia, and the Philippines.

Genderless beauty
With all things non-binary on the rise, cosmetics companies have responded and are featuring non-binary models. MAC certainly pioneered the trend when they placed RuPaul in their ads years ago. Now, companies like Jeffrey Star Cosmetics, Lady Gaga's Haus Laboratories are exploring all things genderless.

Conclusion

Putting your best face forward

Beauty in a pandemic world presents a polarized narrative. On one hand, there is an innate desire to continue with **rituals centered around self-care** driven by the lockdown and a greater embrace of **authenticity**. While on the other hand, beauty consumers desire to **break free from the conforms; push the boundaries of creativity** and escape with **glamour** through makeup. Despite these diametrically opposed views, a middle ground has emerged that addresses specific needs related to care and nourishment along with those related to curating an image, showcasing a persona, or simply breaking free.

There is a resurgence of products that go **back to basics**, where it's all about marrying science with nature. The focus once again is on the ingredient story and how it can be married to deliver on both fronts.

Beauty consumers desire a stronger **emotional connection** to products specifically anchored to reassurance and comfort. It's all about showing a little love focused on fostering a dialogue through new emotional territories.

Lastly, there is a sense of **empowerment** with control and ownership at the heart of the trend. Beauty helps them create something magical through products that serve multiple needs while also enabling transformations.

For brands, this opens up a range of opportunities to capture these shifting needs. Being able to stay on top of the emerging trends will guide your NPD and comms development, whether you are in the beauty and skincare category or not, to put your best face forward.

Sagar Ramsinghani
Head of Analytics, MENAP
Kantar

Kantar's trends framework

Not all trends are equal

It's important to realize that not all trends are equal and that to truly become futurists, you need a hierarchy and framework for understanding them (Figure 11).

Macro trends or drivers
These are the big external factors like the aging population, climate change and the potential of a pandemic. These typically take 5-10 years to bubble up and are big structural shifts that do not change that often. We refer to them as Social, Technological, Environmental, Economic, Political & Wellbeing drivers (STEEP).

— Data sources: These include government data, news reports and industry sector information.
— How to use: They are more useful for thinking about overall business and growth strategy.

Micro trends or energies
Here, we are at the level of consumer and cultural trends which include lifestyle, attitudes and values. They are the result from shifts in consumer expectations, attitudes and needs in response to macro trends.

— Data sources: Attitudinal and values surveys, social data.
— How to use: More useful for brand strategy and positioning, marketing communications and content creation.

In this context, Kantar has a proprietary attitudinal database, Global MONITOR which operates in 26 markets. It provides quantitative indicators across eight needs, allowing a view into how those needs are prioritized by consumers within and across markets.

Jennifer Bender
Senior Director
Futures Consulting
Kantar

Category and product trends or expressions
These trends are much shorter lived and include types of products, benefits, and ingredients. They exist in a one-to-two-year framework and are less predictable. These are leading edge manifestations of a particular energy in any given market. New products, services, subcultures, messaging and campaigns are all expressions.

— Data sources: Social and search, panel and industry data.

— How to use: Product innovation and renovation, communications.

In this context, Kantar's Dx has proprietary tools powered by big data and AI. Using close to population-level data, they enable brands to understand trends across all markets, languages and categories in less than a week. They can be monitored continuously and understand relevancy by category and market.

Figure 11

KANTAR'S ENERGIES FRAMEWORK

The world → The consumer

DRIVERS
Trends: Discrete, measurable and sustained forces that change and shape the consumer landscape

Organized by:
Social, Technological, Environmental, Economical, Political & Wellbeing drivers

ENERGIES
Trends: The result of shifts in consumer expectations, attitudes and needs in response to the drivers

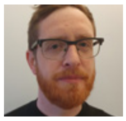
Organized by:
Protection, Wellbeing, Connections, Identity, Experiences, Flow, Responsibility & Simplicity consumer needs

EXPRESSIONS
Trends: Leading-edge manifestations of particular energy in any given market

Organized by:
New products, Services, Subcultures, Messaging campaigns, etc.

The world ← The consumer

The magic formula: big data, AI and analytics



David Hughes
Global Product Development
Dx Analytics
Kantar

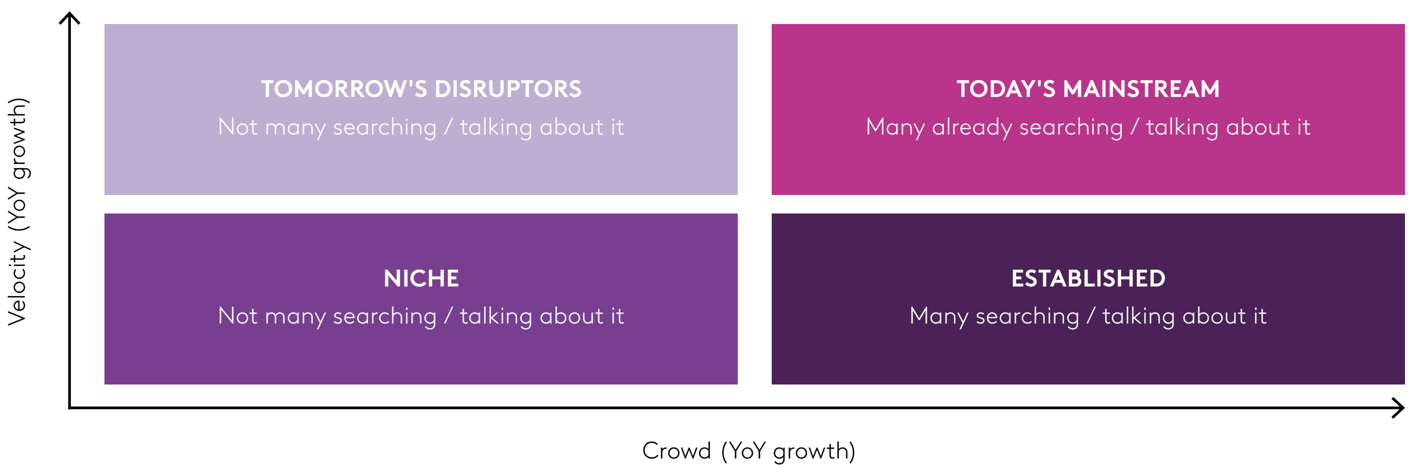
As we mentioned, search and social data are great for exploring leading edge manifestations of change that inform our understanding of energies and expressions. Why? Because when we apply meaningful analytics and AI to them, these big data sources offer real time, unfiltered, global, close to population level details on consumers' needs and desires. In upcoming reports we'll talk about AI and Analytics in more detail, but for now let's talk about some of the basics.

The power of search as a demand signal
Because there is no one looking around or asking questions, search data is mostly unbiased. With Google at 90+ percent penetration in most countries, it is also almost population-level data and as such representative. Anyone who uses the web uses search. Search is also linked to demand and a good bellwether for the services, products and needs people display. We've even seen a clear link between search and demand, predicting disease spread, how people will invest and how they will vote. Limitations? It is harder to read consumer's emotional needs, link to profiling (beyond age and gender) and less contextual than social (we don't know why consumers have a specific need).

The power of social to contextualize jobs to be done
Social provides in the moment context about our attitudes, lifestyle and needs. It helps us understand why, when where and how consumers are solving specific problems or jobs to be done by a category. Do they use a certain ingredient to detox or relax? Do they want that product to be natural or organic? Is it for morning or evening use? Limitations? There is an inability to get close-to-population-level data (which can make it harder to identify niche or disruptive trends) and the data has social desirability bias (consumers are unlikely to share socially 'unacceptable' behaviors or thoughts).

Figure 12

TRENDS CATEGORIZATION



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Discover what others cannot.
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To find out more about Kantar's Digital Analytics capabilities in the trend space please email dx@kantar.com or contact your Kantar representative.

For more more information or questions on this report, please visit kantar.com or contact:

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KANTAR

About Kantar
Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.