

11Illumination Beauty by Aurore Piedigrossi, France. Photography by Tobias Siebrecht

Accredited Beauty

Against the backdrop of a global pandemic, the unrelenting climate crisis and the impact of inflation on customer spending, the beauty and wellness sectors are entering a new age of products and experiences built on expertise, innovation, evidence and certification.

Now, companies must bring their expertise, research and accreditation to the fore, not only to prove the worthiness of their products but also to inspire spending. Science and technological expertise will also be crucial to safeguard the industry against future shocks, securing supply chains and fuelling fresh directions for formulas, products and experiences

HUMAN NEEDS

Attainment

Belonging

Curiosity

Fulfillment

Identity

Purpose

Security

GLOBAL DRIVERS

Urban Mindset

Post-pandemic, a new understanding and awareness of lifestyle choices is shifting consumer routines relating to body, mind, skin, scalp and hair health.

: 50% of global consumers now define beauty as 'looking healthy'

Source: Euromonitor

Dislocated World

People have become increasingly trusting of science and its related experts and research bodies to keep them informed and up to date with health advice.

: Scientists are now the most trusted (75%) of all societal leaders

Source: Edelman Trust Barometer 2022

Accelerating Technologies

Companies are combining nature with biotechnology to accelerate everything from speed and product potency to reducing environmental impacts.

: The global biotech ingredients market is expected to grow at a CAGR of 9.3% from 2020 to 2027

Source: Grand View Research

Insight: 2022–2025



Above: TheraFace PRO by Therabody, US; Right: Pro-sulphate haircare by The Ordinary, UK; Below: Acla, Switzerland

‘We had a responsibility to educate consumers from a scientific view – helping to demystify ingredients’

Prudvi Kaka, chief scientific officer, DECIEM



Skin-deep Health

As people adapt their lifestyles and behaviours to bolster their appearance, science-led beauty formulas and tools are emerging that are designed to have direct health benefits.

: Twice-daily moisturising of the skin can help to mitigate age-related issues such as Alzheimer’s and heart disease

Source: University of California San Francisco

Experts-in-Residence

As science becomes ever-more prominent in product development and applications, brands’ marketing and communications will bring qualified experts and ambassadors out of the lab and into consumer-facing roles.

: 72% of consumers report feeling more connected to a brand when employees share information about it online

Source: Sprout Social

Assured Synthetics

Using the expertise that customers are coming to expect, beauty and wellness brands are seizing the opportunity to reframe – and re-educate – people about synthetic ingredients.

‘Most of the naturally derived extracts or blends from berries, trees and flowers will go bad earlier than synthetic ingredients’

Vince Spinnato, cosmetics and fragrance chemist

Certified Operations

Third-party auditing and laboratory-led trust marks will accelerate as the role of science becomes crucial in consumer trust and assurance of brands' quality, efficacy and sustainability.

: Two in five European consumers find third-party verified certifications an influential factor when buying goods

Source: Global Data

Amplified Efficacy

Brands are transforming how they communicate with audiences through packaging, social media or web platforms that share product results data and in-depth company know-how.

'By sharing our scientific research, we help consumers to understand the rationale behind developing the product'

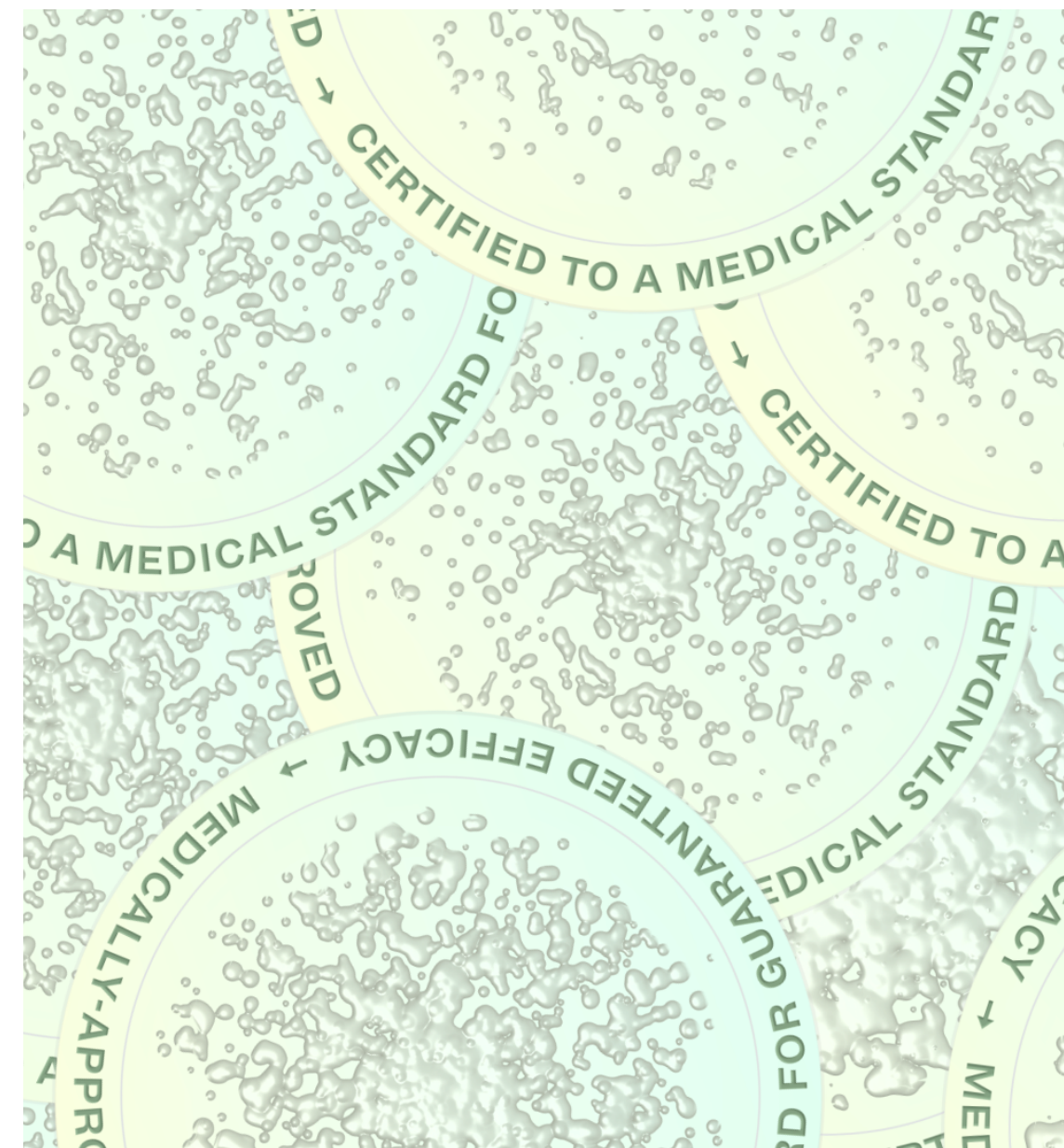
Carolina Reis Oliveira, co-founder and CEO, One Skin

Medi-beauty

Science-backed formulas and lab-developed ingredients will shape a new generation of products that use ingredients or substances associated with medical treatments and healing.

'Anything that claims to have medical-grade approval or standards will be deemed more effective and trustworthy by worrisome buyers'

Alexia Inge, co-founder, Cult Beauty

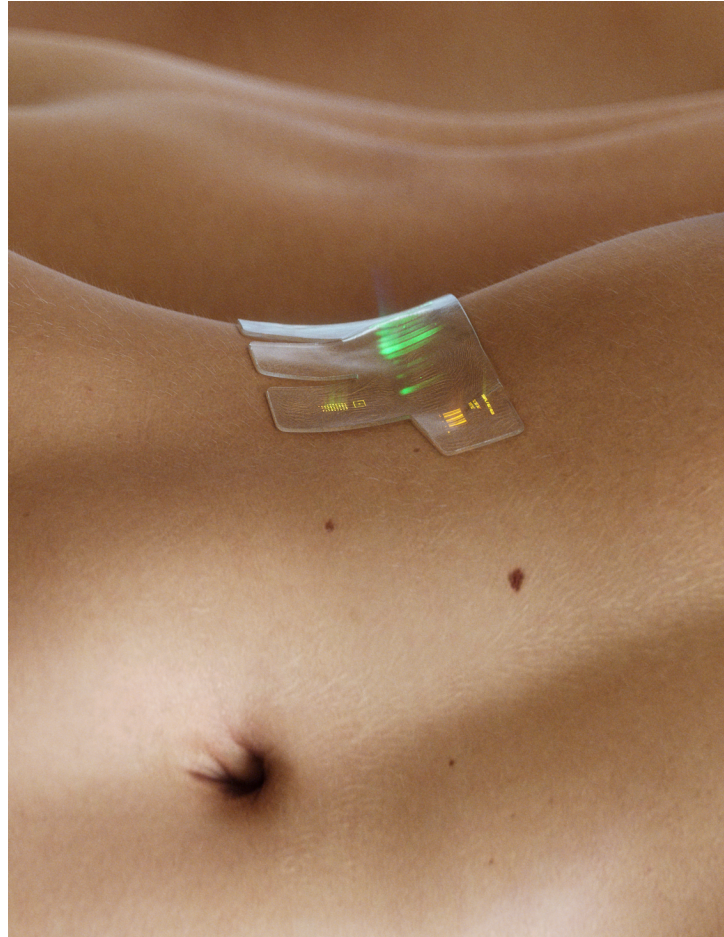


Left: Open Your Eyes by Dimitri Daniloff Studio, France; Top left: Kind to Biome, Sweden; Above: Future certification marks by The Future Laboratory, UK

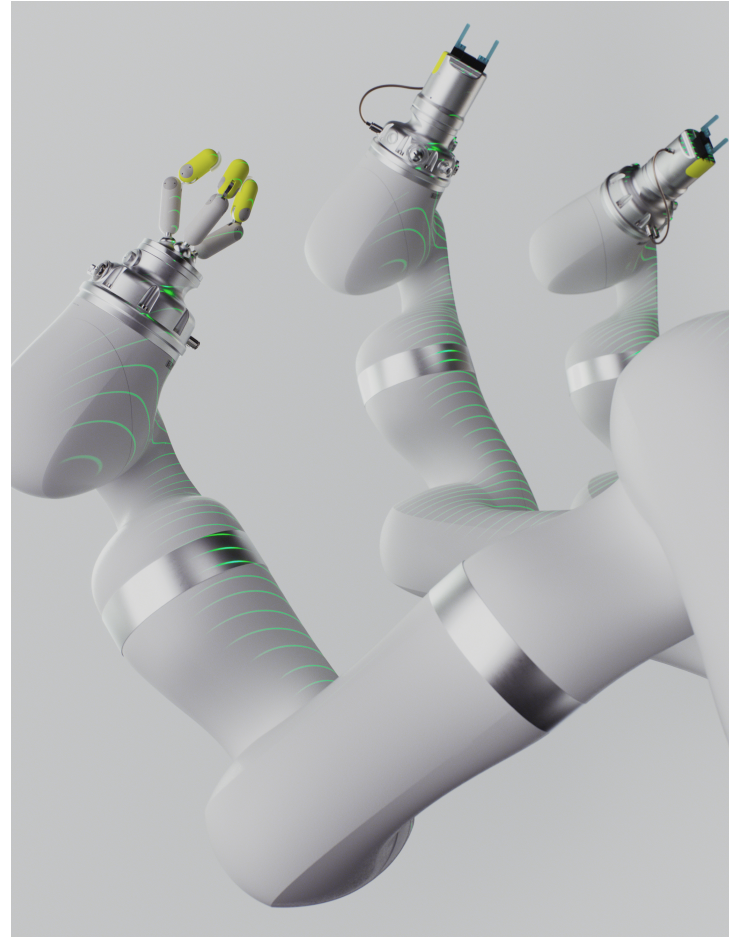
'Research, testing, proof points and facts will foster understanding, trust and positive sentiment'

Martin Raymond, co-founder, The Future Laboratory

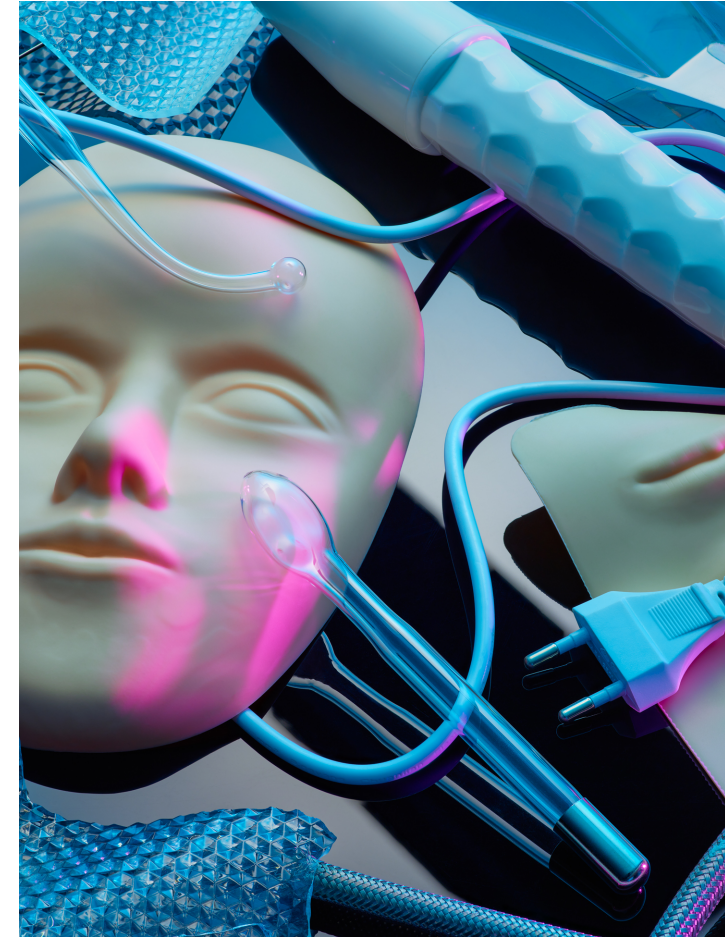
Foresight: 2026–2030



N.Bio pharmaceutical technology company by Phillip Peters, UK



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Photography by Tobias Siebrecht



Future certification marks by The Future Laboratory, UK

Analytical Experiences

By 2030, science, in combination with expertise, will underpin beauty and wellness retail and customer experiences, utilising personal analytics to offer bespoke products and regimes.

: 49% of global respondents want products and services that are uniquely tailored to them

Source: Euromonitor International's Lifestyles Survey

One-stop NPD

Platforms that streamline new product development will become commonplace, expediting processes ranging from sustainable sourcing to ingredients-scanning and formulation analysis.

'Data is the answer to solving beauty's challenges around sustainability and creating anti-fragile supply chains'

Nick Benson, co-founder, Atelier

Augmented Applications

The acceleration of science in the beauty and wellness sectors will also fuel unexpected breakthroughs in how consumers experience a product, particularly in terms of application or use.

'Some of the most innovative medications available have yet to fully infiltrate the skincare industry'

Lauren Otsuki, chief innovation officer, Oursself

Aggravated Innovation

The exacerbating climate crisis and dwindling ingredients will demand science-first responses to create new biotech ingredients and to future-proof formulations and products.

: 99% of the planet's population breathes poor-quality air that is hazardous to their health

Source: World Health Organization

Strategic Implications

Do good, look good

Create brands, products and services that bridge the gap between medical and laboratory settings and salon or at-home experiences. Such initiatives can help to reduce the tension between science, efficacy and long-term industry transformation.

Elevate industry standards

In an ever-more crowded marketplace, zone in on your USP as a brand or business, and make this your point of expertise and authority. Amplify the voices and work of researchers, lab teams, scientists or environmental figureheads to boost transparency and educate your audience.

Innovate by necessity

Beyond consumer desires, brands must take time to examine the potential environmental, climatic or economic scenarios your customers could experience in the future. Use this to fuel biotech-first innovation and NPD that is both ground-breaking and fit for purpose



Acla, Switzerland

REGIONS

Europe

UK

Authenticity in communications is crucial. Let people know they are investing in something of quality, from a company with a positive social or environmental impact.

: 41% of UK consumers agree greenwashing and wokewashing are becoming noticeable in beauty and wellness

Source: The Pull Agency

Asia

India

Consider the regional nuances of urban living and health events, and how these might shape hyper-local NPD and campaigns in the future.

: In India, 51% of consumers attribute skin problems to stress, while 47% believe an unhealthy diet is the issue

Source: Mintel

North America

US

The tumult of the climate crisis will demand products that respond to fluctuating weather and environmental aggressors, in particular smoke and heat.

‘When a wildfire is raging, your skin is hugely at risk’

Ulli Haslacher, founder, Pour Moi

MACROTRENDS

2015

2018

2019

2021

Cubic Evolution by Yaroslav Sheshelovskiy, Russia

Louise Hagger for The Future Laboratory, UK

Louise Hagger for The Future Laboratory, UK

Open creative by Some Days. Photography by Emman Montalvan, US

Whole-system Thinking

As the human impact on the environment intensifies, we are moving towards a world in which human innovation and nature will be integrated and hybridised.

Certified Wellness

The once distinctly separate worlds of health and wellness are converging as consumers seek a new framework for healthy living that prioritises convenience, accessibility and fidelity.

Bio-positive Beauty

Short, traceable supply chains and condensed routines are in high demand as beauty moves from zero to positive impact.

Synchronised Care

Self-care is now a force for collective health that is interconnected with every aspect of our lives and interdependent on the world around us.

KEY SECTORS

Branding

As consumers seek clarity from brands about their science-backed innovations, branding and storytelling will be crucial to break barriers, unpack concepts and share expertise

Altra, UK

Health & Wellness

Companies operating in the health and wellness sector can work to translate the rigour of medical practices, ingredients and testing into beauty products and services

Krave Beauty, South Korea

Neuropsychiatry Associates, Singapore. Branding by Bravo

Retail

Beyond products, the retail sector can draw from the rise of science and the return of the expert economy to foster educational store experiences, events and interiors

THE : FUTURE : LABORATORY

This is a content summary
of our Accredited Beauty macrotrend.

To find out more you can
download the full report.

For more information about our
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