
BEAUTY FORECAST

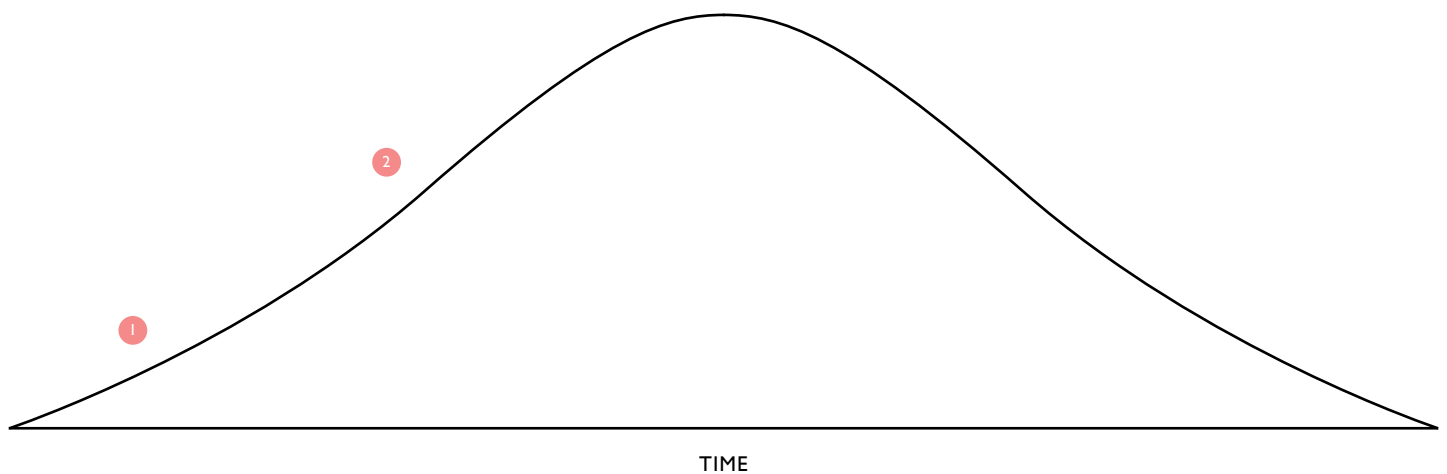
2022



CHOOSING THE TRENDS

Using our proprietary algorithm, we've identified themes and trends that are exhibiting two distinct behaviors: emerging and safe bets. Our goal is to help you make more forward-looking decisions by giving you the ability to capitalize on undiscovered consumer trends rather than just jumping on the bandwagon. Each category represents not only where the trend is in its lifecycle, but also where it is heading. This will make it easier to invest in the right trends at the right time for your business.

TREND BEHAVIORS: EXPLAINED



1 EMERGING

These trends are exhibiting emerging behavior and are likely to grow in the next few months.

2 SAFE BETS

These trends have been growing for a year and will continue to grow for another year.

TL TIP

YoY growth helps you gauge the current state of a trend. These behaviors are predictive and offer a look into the future of a trend, so don't worry if an emerging trend shows negative YoY growth!

TREND INDEX

REVIVAL

EMERGING

Acrylic Nails
Fake Eyelashes

SAFE BETS

Silk Pillow Case
Lash Growth Serum

VERDANT

EMERGING

Conditioner Bar
Refillable Body Wash
Under Eye Makeup

SAFE BETS

Dry Body Brush
Everesting
Dried Flowers

SOLACE

EMERGING

No Mascara Makeup
Cheek Tint
Psychodermatology

SAFE BETS

Scalp Scrub
Tinted Sunscreen
Hyaluronic Acid Serum

TEEN DREAM

EMERGING

Blue Eyeliner
Colored Eyebrows
Rainbow Manicure

SAFE BETS

Smiley Face Nails
Bubble Braids
Colorful Eyeliner

OMNIVERSE

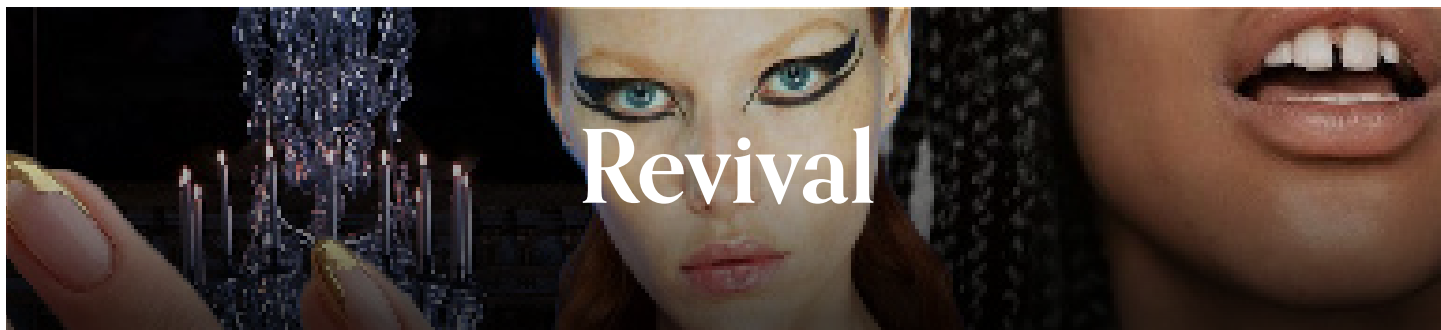
EMERGING

Mod Wig
Shattered Glass Nails

SAFE BETS

Mandelic Acid
Inner Corner Eyeliner





Revival



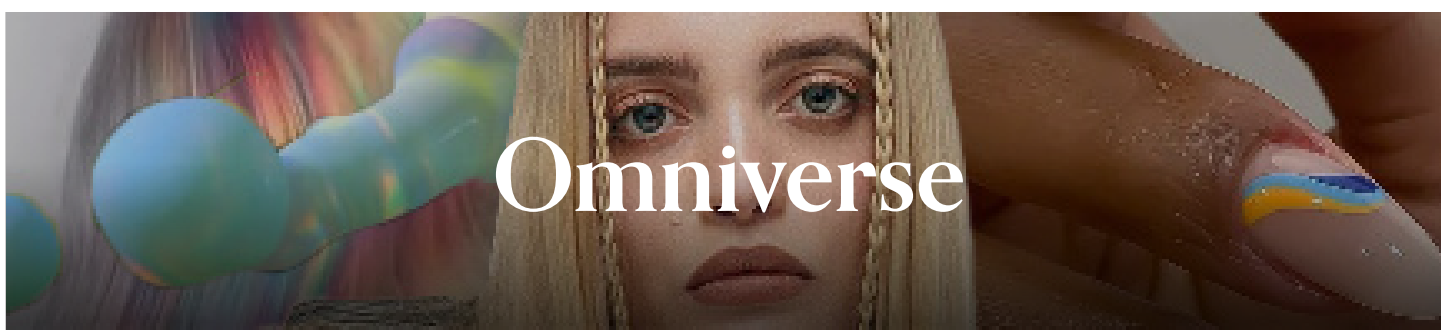
Verdant



Solace



Teen Dream



Omniverse



Revival

A modern take on the Roaring Twenties, Revival celebrates post-pandemic life. Bold red lips, braided updos, and gilded french tips replace our laid-back quarantine look as we gear up for a year of indulgent glamour.



‘REVENGE GLAMOUR’

Inspired by the ‘Revenge Dress’ worn by Princess Diana, several publications are coining our anticipated post-COVID style ‘Revenge Glamour.’ Others are comparing our reentry to the Roaring 20s. According to Tagwalk, there was a 50% increase in shows referencing the 20s in FW21 compared to FW20.



TIKTOK TRANSFORMATIONS

Glam makeup transformations are a staple on TikTok. The viral “Unf**kwitable Challenge” shows users initially in comfy clothes and minimal makeup before they transform into their most glamorous selves.



LIPSTICK REVIVAL

Lipstick is steadily recovering to meet its pre-pandemic popularity. There are 316K average weekly searches for lipstick, +11% to LY.



REVIVAL / COLORS + INGREDIENTS



Hot Pink



Gold



Burgundy

COLORS

Hot pink, ornate gold, and rich red tones reflect the opulence of Revival. The palette exudes glamour, bringing warm pops of color to the lips and mixed metals to the nails and eyelids.



Black Cherry



12K Gold



Caviar

INGREDIENTS

A full glam look starts with luxe ingredients. Caviar has antioxidant properties that promise to protect and nourish the skin. 12K gold calms and reduces inflammation, while the high water content of black cherries hydrates skin.

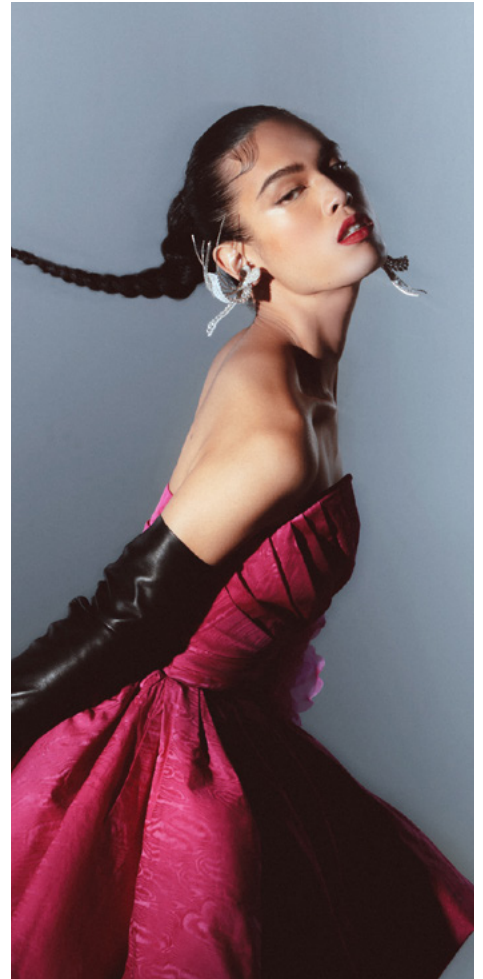
RUNWAY



Christian Cowan



Coperni



Prabal Gurung

THE LOOK



FRENCH TIPS
+74%
TO LAST YEAR

@gelsbybry

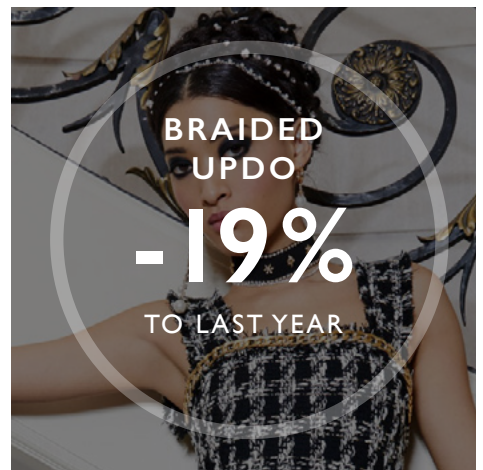
EMERGING



MATTE RED
LIPSTICK
+7%
TO LAST YEAR

Violette_FR

EMERGING



BRAIDED
UPDO
-19%
TO LAST YEAR

Alice + Olivia

EMERGING



VALDÉ BEAUTY

In 2015, Margarita Arriagada left her role as Sephora's Chief Merchant to found Valdé Beauty. Last fall, she launched the brand with a focus on one particular item—a \$200 lipstick that comes in eight shades. No ordinary lipstick, this luxe lip product took four years to carefully craft and is packaged in a case that celebrates the strength and beauty of women, and resembles armor adorned with feathers and coated in liquid gold.



Verdant

Characterized by natural ingredients and eco-friendly packaging, Verdant positions the beauty industry as a champion of sustainability. Wild harvested ingredients, agriculture-inspired nails, and sunkissed skin bring the ethical fantasy to life.



WILD HARVESTED

Farm to face is on the rise, ushering in the next generation of natural beauty brands. An emerging trend to watch, searches for wild harvested are +147% to LY and growing at an accelerated rate.



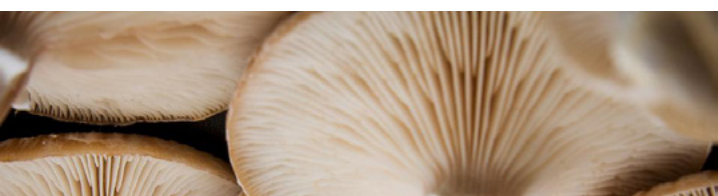
SUSTAINABLE FUTURE

A stable trend, there are 29K average weekly searches for eco-friendly. The trend is new to market—5% of products are new within the last 30 days. Refillable body care is also top of mind—searches for refillable deodorant and body wash are +522% and +212%, respectively.



SHROOM BOOM

Mushrooms are garnering well-deserved attention across several industries. There are 3.5K average weekly searches for mushroom jerky and 1K average weekly searches for snow mushroom. Both are safe bets, expected to continue growing over the next year.



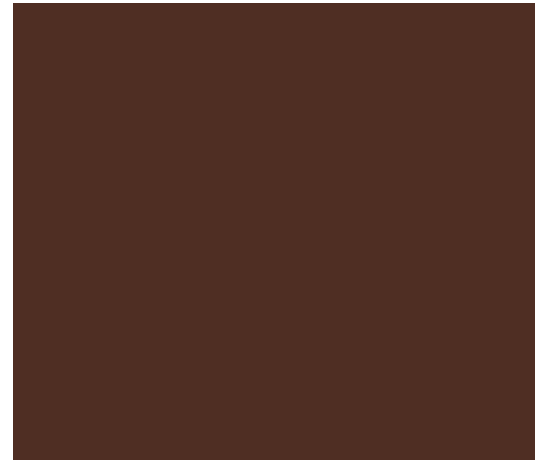
VERDANT / COLORS + INGREDIENTS



Sage



Terracotta



Brown

COLORS

Nature-inspired hues breathe new life into the Verdant color palette. Terracotta tones set the foundation while varying shades of green and brown evoke imagery of expansive harvests and untapped terrain.



Black Truffle



Mugwort



Snow Mushroom

INGREDIENTS

Extracted from the natural world, ingredients that are organically harvested from roots and flowers are celebrated. Black truffle and snow mushroom hold anti-aging properties, while mugwort promises to boost energy.

VERDANT / RUNWAY + LOOK

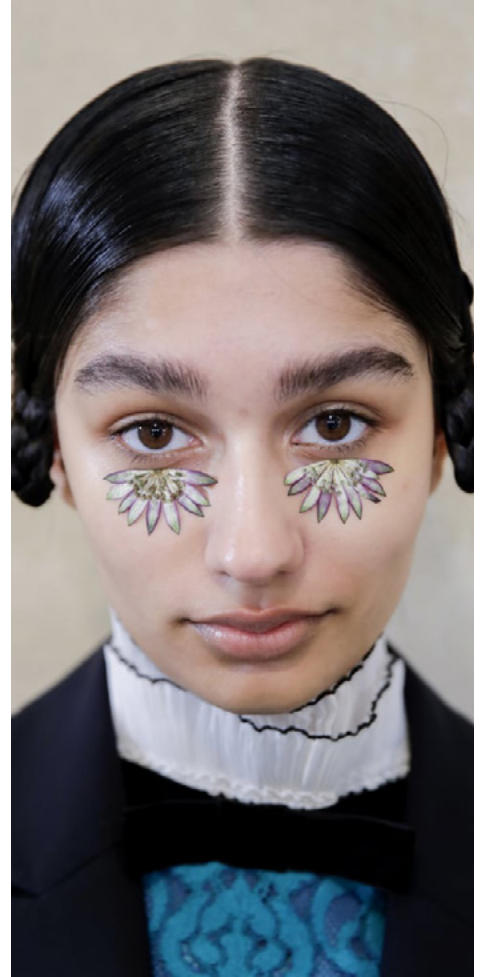
RUNWAY



Max Mara



Etro



Bora Aksu

THE LOOK



Tower28



SAFE BET Toni & Guy



EMERGING @rachel.messick EMERGING



PLUS

From the minds that brought you Starface, the company that embraces temporary acne flare-ups with hard-to-resist pimple stickers, comes Plus, an eco-friendly and innovative body care company that urges customers to do away with waterlogged body washes in plastic bottles and to adopt their waterless body wash squares that dissolve down the drain.



Solace

Do away with excess and find new ways to foster inner peace and clarity. Solace brings a holistic approach to beauty, simplifying your daily routine and looking inside for answers. The skiminalism movement emerges with multipurpose formulas and low-maintenance looks.



LESS IS MORE

According to a survey by Premise, 66% of women admit to wearing less makeup than before the pandemic outbreak, while only 16% of women started wearing even more makeup amidst the pandemic.



ARTISANAL CBD

Pew Research found that 60% of US adults now support legalized recreational and medical use and an additional 31% back medical marijuana. Last year, *Quartz* reported that we were in the midst of a “quarantine-fueled edibles boom” with the edibles category growing by 10.6% in states where marijuana is legalized.

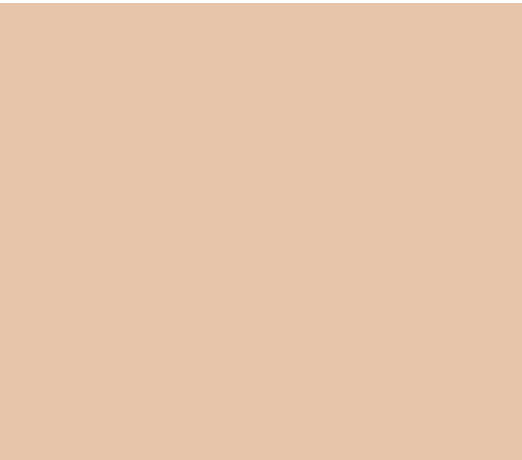


EDIBLE BEAUTY

Ingestibles (+106% to LY) and supplements (+44% to LY) formulated with mood- and beauty-boosting benefits are on the rise. A peaking trend, there are 8.5K average weekly searches for gummy vitamins, +4% to LY.



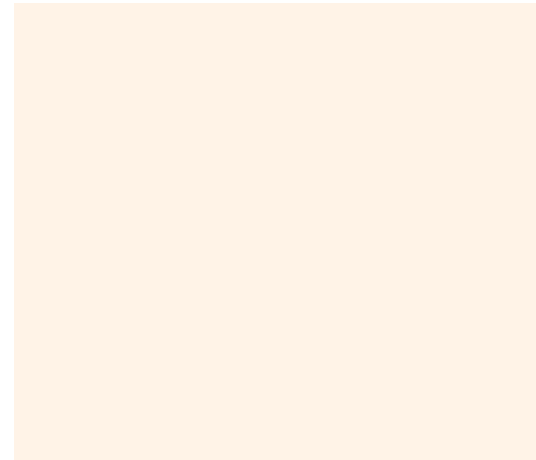
SOLACE / COLORS + INGREDIENTS



Beige



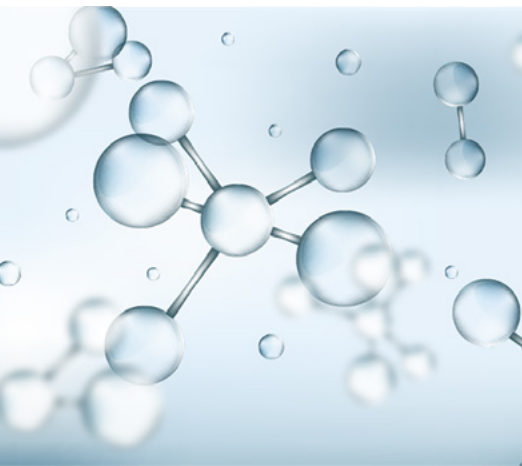
Matcha



Cream

COLORS

Warm neutrals and muted green tones lay the foundation for Solace's minimalist palette. Beige and cream represent lightness and ease, while matcha green, reminiscent of the story's plant-based ingredients, offers refuge from the stresses of daily life.



Hyaluronic Acid



Cannabinoid



Bakuchiol

INGREDIENTS

Knowledgeable consumers are simplifying their routines with fewer products and more effective ingredients. Skincare staple hyaluronic acid offers hydration, while plant extracts bakuchiol and cannabinoid provide the same benefits as retinol without the excess harshness.

SOLACE / RUNWAY + LOOK

RUNWAY



Chloe

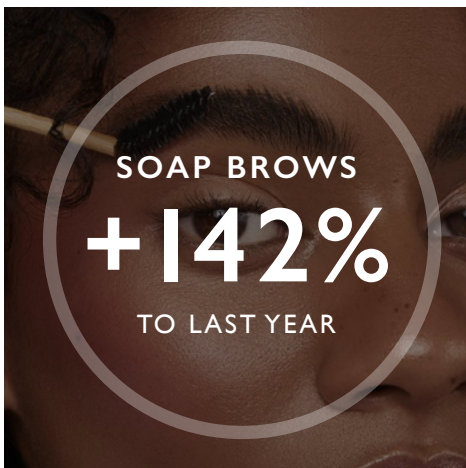


Rebecca Minkoff



Adeam

THE LOOK



West Barn Co.



SAFE BET Chillhouse



SAFE BET RÓEN Beauty EMERGING



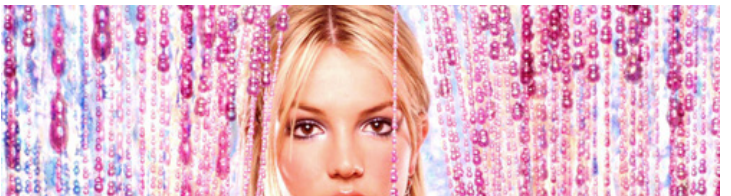
STATE OF KIND

Launching with a single product, State of Kind epitomizes the skinimalist approach to skincare. The product, Kindle Restore, is a natural and vegan formulated sleep concentrate that contains CBD, rosehip seed oil, blue tansy, and bakuchiol oil, and can be applied as a mask or as an eye cream. As a brand focused on multipurpose skincare staples, State of Kind encourages consumers to be kind to their skin by avoiding excess.



Teen Dream

Channeling the Y2K aesthetic and optimistic escapism, Teen Dream is a modern take on early 2000s nostalgia. A new generation of inclusive influencers bring smiley face nails, mullets, and colorful eyeliner to the forefront as we refresh the beauty industry and celebrate self-expression.



Y2K RESURGENCE

The early aughts are making a comeback. There are 141K average weekly searches for Y2K, +5% to LY. Driven by social media, Y2K posts are +20% to LY.

NON-DISCRIMINATORY CARE

The healthcare industry is getting an inclusive reboot. Folx, a digital healthcare platform created for LGBTQIA+ patients, is one company aiming to fill the large hole in healthcare that overlooks queer and transgender identities.

ANTI-ASPIRATIONAL

According to a recent report from Nosto, 74% of consumers would choose a brand that incorporates customer reviews on their page. More than half of them would rather see natural images that were not edited in Photoshop.

TEEN DREAM / COLORS + INGREDIENTS



Lavender



Light Blue



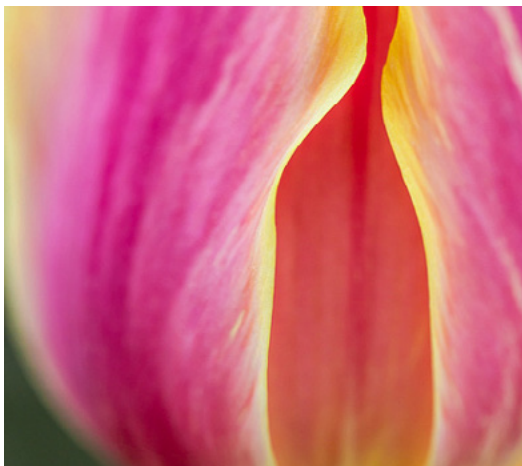
Bubblegum Pink

COLORS

Pastels and playful pops of color combine in unexpected ways. From lavender to sky blue to metallic bubblegum pink, Teen Dream's cheerful palette perfectly captures early 2000s nostalgia.



Starfruit



Tulip



Strawberry

INGREDIENTS

From fresh fruits to colorful flowers, Teen Dream's ingredients bring nourishing color to the forefront of beauty. Strawberries and star fruits lend citrus and sweetness to anti-inflammatory and antioxidant skincare formulas, while the petals of tulips soothe dry, sensitive skin.

TEEN DREAM / RUNWAY + LOOK

RUNWAY



Blumarine



Dolce & Gabbana



Matty Bovan

THE LOOK



Thebe Magugu

SAFE BET



@laurenladnier

SAFE BET



Colourpop

SAFE BET



COLOURPOP x LIZZIE MCGUIRE

Launched last month, a collaboration between Colourpop Cosmetics and Disney's Lizzie McGuire took us on a trip down memory lane. The now sold out eight piece collection included an eyeshadow palette, two lip gloss duos, a lip scrub, two multi-use glitter pastes, and two powder blushes—all themed around Hillary Duff's tween TV character and full of beauty-centric nostalgia.



Omniverse

Step into the future of beauty. Omniverse explores high tech advancements as the industry ushers in a new era of innovation. Enter alternative realities with 3D filters and otherworldly graphics.

VIRTUAL TRY-ON

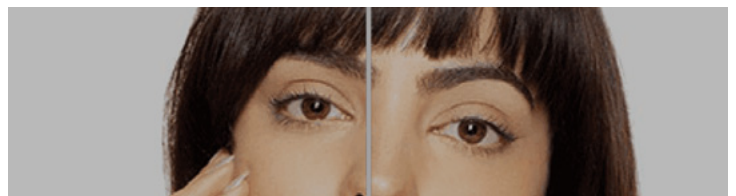
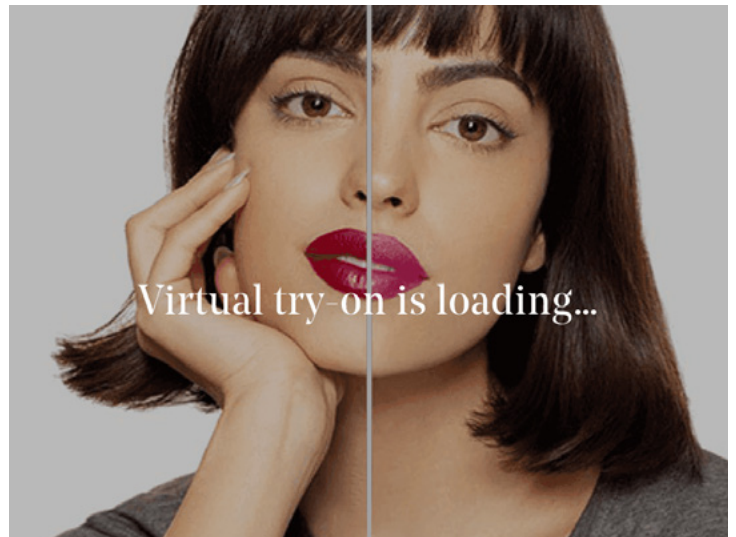
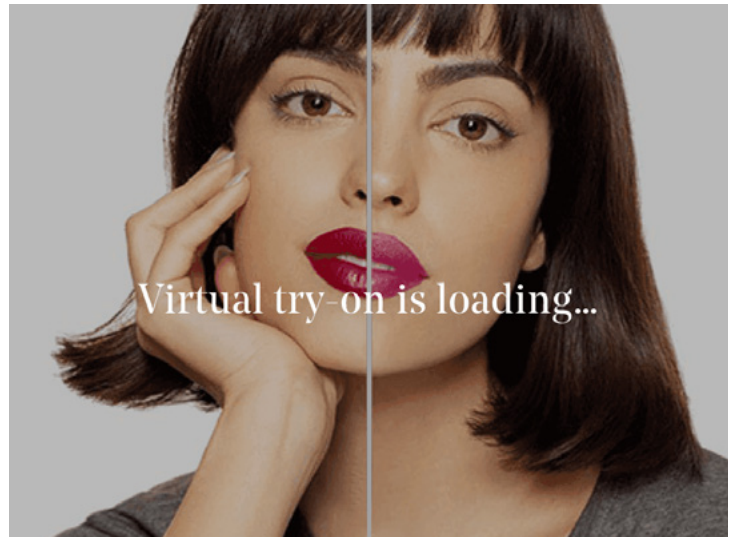
Virtual try-on technology continues to evolve as COVID restrictions challenge the in-store experience. There are nearly 3K average weekly searches for virtual try-on, +125% to LY. Social buzz is +110% to LY.

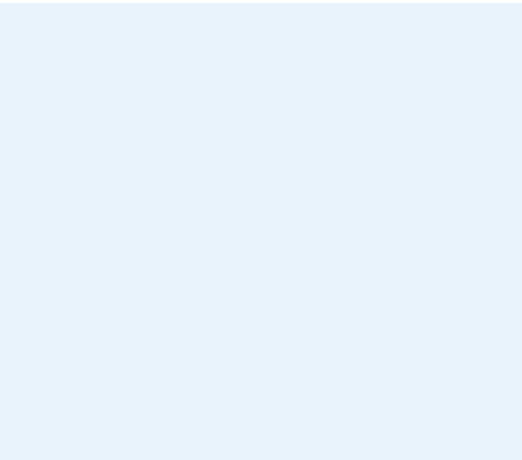
GAME ON

The global esports market is estimated to be worth \$17B, and it's growing at \$44% YoY. The beauty industry plans to take advantage with gaming integrations and multisensory experiences.

HIGH-TECH BEAUTY

The tech market is growing at an exponential rate, with the global artificial intelligence market alone set to reach \$77.8 billion in the next five years.





Ice



Teal



Red Orange

COLORS

Ice cold hues, futuristic blues, and bursts of red orange reflect the innovative era that is upon us. Inspired by chemical formulas and synthetic solutions, Omniverse's color palette transports us to an alternate reality.



Azelaic Acid



Niacinamide



Argireline

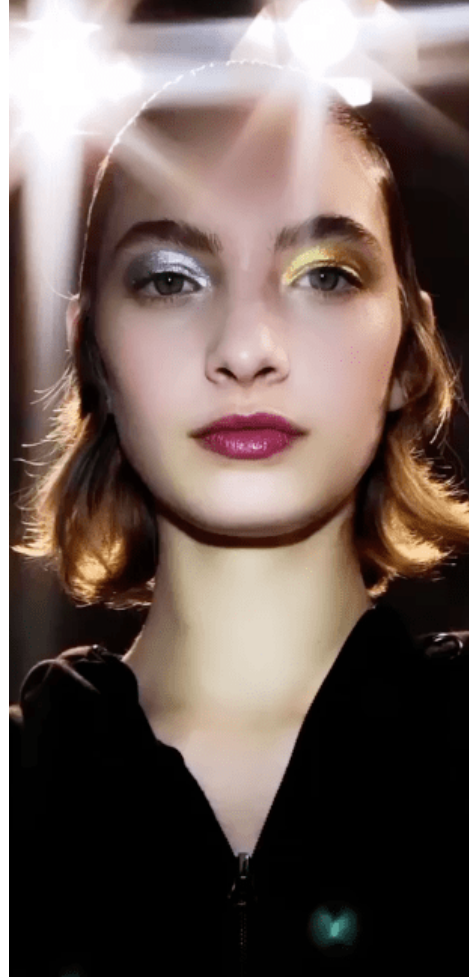
INGREDIENTS

Science-backed ingredients usher in the next wave of innovative beauty formulas. From niacinamide, a form of Vitamin B-3 that helps rebuild proteins, to azelaic acid, a naturally occurring acid that reinvigorates the skin, Omniverse features the ingredients of tomorrow.

RUNWAY



Salvatore Ferragamo

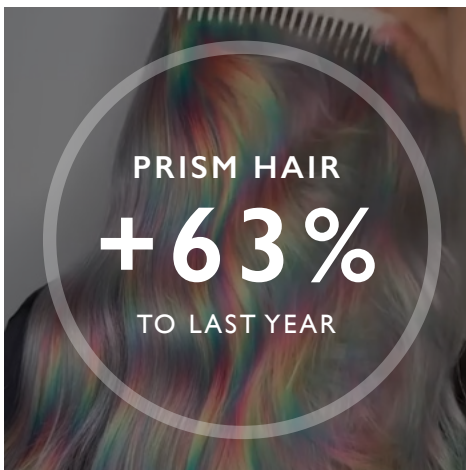


Prada



Balmain

THE LOOK



@kseniakisavna

SAFE BET



Erdem

SAFE BET



@nails_and_soul

EMERGING



OPULUS BEAUTY LABS

Founded by Dr. Robb Akridge, a scientist by trade and one of the founders of Clarisonic, OPULUS Beauty Labs is ELLE's Future of Beauty Award Winner. The brand's patent-pending thermal blending process transforms double-layered capsules, which have vitamins on the outside and suspended ingredients on the inside, into a freshly activated formula. The Opoule Treatments offer peak potency and personalization.

TRENDALYTICS

We marry the art and science of retail to surface what consumers want today and tomorrow.

Our team of experienced retail professionals can provide a custom assessment of how you can integrate data analytics into your workflow. We have walked in your shoes and will partner with you to identify opportunities that will give your business a competitive edge.

[CLICK HERE TO LEARN MORE](#)