

## Upcoming trends

## Looking ahead

*BW Confidential* asks three trend watchers for their views on what's to come in 2011, how retail will develop and what the industry should be watching out for



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**US-based international marketing company  
The Young Group ceo Karen Young**

**Upcoming trends**

"There will be more convergence between medicine and beauty with DNA mapping and stem-cell research. At the moment in beauty this is quite superficial, but consumers are looking for a more holistic approach to wellbeing and there is a frustration in beauty that this isn't moving fast enough. This is partly because it is controversial and companies are cautious, but also due to regulatory issues. In Japan, however, there is a quasi-drug category for these types of medical-cosmetic products, so the

industry may need to define its positions and be more proactive with the FDA. One skincare trend is products for those with sensitive skin, problems of rosacea and contact dermatitis, which will increase as the population ages.

In terms of naturals, it looks like more confusion will continue. There is still a disconnect with consumers saying that they want to buy natural, but not spending that way, as they want highly efficacious products at the same time. The industry needs to be more honest and communicate better on this issue. They need to avoid saying their products are completely natural and admit that a totally natural product has limits. Getting the right balance would be to say that the products are as natural as they can be, but also have preservatives and other synthetics that make the product work better. There is also a problem with the growing number of labels in naturals. It will take time to alleviate all this confusion. The US food industry has taken 25 years to get organic issues sorted out, so in personal care it won't move any faster."

**Retail developments**

"It will be interesting to see how the traditional non-beauty online stores, such as Zappos and Amazon will impact the market. One problem in retail is that consumers don't know where to go for advice and there is a lot of misinformation given by store staff. The industry needs to do more to improve the knowledge base of their staff."

**What to watch out for**

"Skincare has been over-promising for so long that the claims made by brands no longer have any meaning, and so when there is a major breakthrough it has no credibility. Also for the first time beauty is competing with industries that launch products that do fulfil their purpose, like and ipads, and so they are losing share.

In skincare, there are so many 'me toos,' even though the innovation is available and there are textures that weren't around five years ago. However, many companies are too cautious to go there so smaller ones will begin to use this innovation." ■■■

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Palette Beauty owner & retail/salon concept Filthy Gorgeous co-founder Noelle Shine

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**UK consulting firm Palette Beauty owner & retail concept Filthy Gorgeous co-founder Noelle Shine**  
**Upcoming trends**

"Nails is a category that is exploding, and consumers are going for different and interesting types of nail art and nail design. In general, consumers are now being more adventurous—they are going for temporary tattoos and a braver type of glamour.

Services are a big growth area. There are a huge number of products out there, but success depends on the execution and how it is done in store, which means there is an opportunity in implementing new concepts. The

beauty industry needs to understand more about how women buy and also the whole idea of being time poor; it needs to make them not feel guilty about taking time for a quick beauty service. Today consumers have no time and want something that is easy, accessible, and in a friendly environment."

**Retail developments**

"Retailers need to promote accessible beauty services with brands. Consumers are also looking for advice; it isn't all about selling, as many consumers want to know more and have a conversation about tips and how to do things in beauty or make-up. Prices also need to be accessible and the product being sold needs to fit with the service. Also, in quiet times retailers are missing destination footfall and services can compensate for that, as well as providing repeat business and encouraging loyalty."

**What to watch out for**

"Training and staffing need to become more important. The industry does not treat the beauty advisor as a proper job, even though it is the staff that makes all the difference. Training is critical in two areas: skill training, but also terms of inspiring people to like their job and making them motivated so they will want to keep it."



**US-based consulting company Trendincite president Amy Marks-McGee**  
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"One trend that could be better exploited is savory ingredients, especially in fragrance. There is a big connection between flavor and fragrance at the supplier companies, but the big houses are not taking advantage of this, even though it could result in more unexpected ingredients. The industry should also look to different formats. Solid fragrance isn't new, but there may be new ways to make it stand out. The new fragrance [from teen singer] Justin Bieber has a uniqueness, as

it offers scented bracelets and other scented items; it is about new ways of using perfume. Also in fragrance, there is a lot of opportunity in ambient scent, such as interiors, hotels or offices.

There has been a lot of innovation in packaging, with unique delivery systems or technology borrowed from other categories. One example is the roll-on, which uses old technology, and is now being used for eyes. More old technology will find ■■■

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Trendincite president  
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■■■ new homes. Also I can see a lot more travel and smaller sizes appearing. Young consumers like this: small sizes have an element of fun and they allow consumers to sample and test the product without having to make an investment.

Companies are still looking for the right technology that will allow products to be natural, but efficacious. They will begin to look more at green and eco-friendly processes rather than just products and services. Another big trend is vegan—a lot of products have come up with this claim. I wonder if there will be the move from natural to raw in cosmetics, as there was in the food industry.”

### Retail developments

“There is too much clutter in stores and if this were cleared away the industry could put more focus on the products that sell better. Beauty apps will become more important, as retailers will use them to target specific women and product categories and help customize the in-store experience.”

### What to watch out for

“A lot of blogs talk about green and parabens without even knowing what a paraben is, so the industry needs to be more aware of this and better monitor the blogs and what is being said. They also need to give more truthful information about allergies and parabens. The big companies have not been doing this, so there are opportunities for smaller companies, which have less to lose, to educate consumers. The industry also needs to watch out for indie brands. There seems to be so many coming onto the market, and with social media they can get noticed a lot faster.”

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