MEGA BEAUTY TRENDS 2020

Inspiration from Asian Consumer Intelligence
We inspire insight-driven INNOVATIONS that resonate with consumers.
MEGA BEAUTY TRENDS 2020
GOURMET RITUALS
Japan is known for its high-tech beauty and healthcare products, which strive to combine key active ingredients with both high levels of convenience and aesthetic appeal. In many other countries, part...

Australian skincare brands are leveraging provenance and responding to demands for organic and cruelty-free skincare as Asian consumers become savorier to widespread greenwashing and fake ‘natural’...

Ayurvedic practices are certainly nothing new in India and the 5,000 year old approach to wellness has also garnered international interest over the past few years. But in its native country, there ha...

Inner Beauty products promising outer beauty benefits are a tough sell outside of core markets in Northeast Asia where consumers are more willing to link improved appearance with regular intake of bev...

Filipino women are discovering the route to beauty is through good nutrition. Locally grown vegetables are taking centre stage to help create the natural, healthy look of the coveted ‘girl next door’...

The word fermentation has long been associated with food and wine. In Korea, where fermented foods are a staple part of the diet, the word fermentation has crossed over into mainstream beauty. Connect...

Expanding on the recent trend towards cosmetics made with natural ingredients, a number of cosmetic products made with food items have hit the market in Korea. Facial masks made with ingredients su...

The ongoing natural trend in Japan signifies a shift in belief amongst consumers that they should pursue “natural” beauty and that natural ingredients that are better for both their health and minds...

There is a burgeoning trend for consumers in the West to understand that beauty starts with wellness. In Asia, the concept that beauty includes consuming beverages, supplements and picking wise food c...
GENETICALLY MINE
SECOND SKIN
Engineering a second skin
SEMI-SURGICAL
BEAUTY-ASIANISATION
Keep it in the fridge for extra-cold relief.
NEXT GEN ANTI-POLLUTION
Traditionally Modern

REGION: CHINA
April 2, 2013

The deep historical and cultural connection that Chinese consumers have with traditional herbal medicine has proven to be a local advantage for savvy domestic brands ranging from television networks to toothpastes. Western brands are advised to incorporate more Eastern remedies to achieve better price premiums and more consumer credibility. Unique flavors based on varieties of tea or local produce have also become solid creators of market demand. P & G launched its new skincare brand in China called Oceana in January, tweaked to local tastes, and increasingly regional brands are incorporating more elements of TCM.

P & G’s Oceana is aimed at Chinese women ranging from teens through 30, and its Chinese name translates to “sea, sky, origin”, an emotional branding that helps Gan Y consumers connect to one of the brand’s key ingredients, aka sea harvested from the coast of Brittany. Cosmetics brand Laddie has built a following for its hair and skin care lines by leveraging traditional links with locally known Chinese herbal remedies. It is leveraging the phrase “Yang Sheng”, a recent buzzword meaning keeping fit. The phrase also represents a health movement against pollution and cancer. This has led to the creation of a cultural staple in China: TV shows on traditional Chinese medicine.

Yunnan Baiyao is a Chinese company that has been able to leverage the healing reputation of its traditional baiyao (literally translates as “white powder”) mix into a premium toothpaste line that claims to help dental problems like bleeding gums or cigarette-stained teeth.

When China ‘opened’ for business fifteen years ago, it was assumed brands and services from the West would be welcomed by Chinese consumers with open arms and open wallets. While this was initially the case because local businesses were unable to service consumers due to poor offerings and lack of business knowledge, it is increasingly apparent the only strategy left for international corporations and retailers to compete effectively is to ensure goods are as localized as possible in the mass-market segment, or ensure higher valued goods are as differentiated as possible to create real demand. One strategy would be to understand the cultural nuances around health, wellness and traditional Chinese medicine, which is at the root of Chinese lifestyles.

Topical Tropical

REGION: SOUTHEAST ASIA
October 18, 2011

Southeast Asian consumers have turned to products tailored especially for the region’s weather and environment.

Pollution, humidity, typhoons and mosquito-transmitted diseases are facts of life that Southeast Asians have to overcome on a daily basis. Brands are now adapting product features specifically designed to help them get by.

In the Philippines, Downy Anticas, a fabric soften with integrated mosquito repellent, helps alleviate fears of Filipina mothers that their children might contract potentially lethal dengue fever from mosquito bites. Local sunblock brand Beach Hut has come up with spray-on sun protection to shield the scalp and hair from the extra blistering Philippine heat. And to avoid bad hair days in humid weather, Sunskil Weather Defense is a shampoo better formulated for humidity and chronic typhoons.

Print PDF

Naturally Engineered

REGION: ASIA
April 12, 2014

With every trend there is usually a counter trend. In the case of beauty and personal care, health and wellness and a number of other CPG categories in APAC, as demand for natural or more accurately, naturally positioned products grows, consumers on the other end of the spectrum demand goods that appear to be more medical and chemical in their appearance and marketing.

The term cosmeceuticals has been used widely by the beauty industry for around a decade. The phrase is a marketing term, not a legal definition, and applies to products that combine cosmetics with pharmaceutical ingredients with biologically active ingredients purporting to have medical or drug-like benefits, according to Web MD. In the food industry, functional has become the catchall phrase to describe foods that go above and beyond consumption and calories, which promise to deliver benefits that replace supplements or contain health-giving ingredients. In the wellness category, over the counter products including face masks, pain relief patches and other topical aids are moving rapidly from looking “user friendly” to more industrial as consumers demand medical-style efficacy at drugstore prices.

In Asia, beauty and health trends are largely dictated by three factors. Cost, influence and effectiveness. The value segment is usually dominated by mass-market brands that can bring economies of scale into play across distribution, supply and marketing. Brands in this space in the beauty category include Pond’s, Nivea and other multinational ranges that are widely seen at supermarket chains, drugstores and mom and pop stores across the region.
REBOOTING SUSTAINABILITY
HEALTH NOT WEALTH
INSTANT BOOST
REGION: JAPAN

May 24, 2017

Japanese women are utilizing new beauty innovations that offer quick fix solutions as well as finding new moments in their day to carry out on the spot personal care steps as they drift away from over complicated and time-consuming night regimens in a trend we call Instant Boost. A recent beauty trends report from Google analysed that masking in Japan had fallen from favour, based on analysis of search results among Japanese consumers. While this large-scale analysis paints a comprehensive picture of what is being searched, the report did not reveal what regimen, if any, had taken masking’s place. In addition, analysis like this is useful for revealing what is happening now but it does not take into account future behaviour. Masking has long been one of the staples of the Japanese facial skincare regime. However, interest appears to have waned in contrast to a few years ago whe...

Read more
Thank you!

Any questions? Please contact nicole@fivebyfifty.com