



NEWS FRONT

Growing Demand for Personalized Beauty Devices

Future Market Insights' new study on the global personalized beauty devices market finds the category will expand at a CAGR of more than 25% to 2031.

Increasing cases of skin diseases such as photoaging, hair-loss and acne, an aging population and growing consciousness in men regarding skin issues will fuel the market and foster the sales of personalized beauty devices, noted Future Market Insights. The advent of smart beauty devices and willingness among millennials and baby boomers to look young and attractive will drive the market demand exponentially in the coming years as well.

In terms of product, the skin care segment is expected to register higher growth as compared to other segments, expanding at a 28.4% CAGR for the period.

GLOBAL SUNLESS TANNERS MARKET LOOKS BRIGHT, WILL REACH \$1.8 BILLION BY 2026

The future is looking bright for sunless tanners. The sector is poised for growth in the wake of a proliferation of natural-looking products, an increasing number of service providers, and widespread acceptance, according to Global Industry Analysts Inc., which recently released its "Sunless Tanners--Global Market Trajectory & Analytics" report.

The global market, estimated at \$1.4 billion in 2020, is projected to reach \$1.8 billion by 2026, growing at a CAGR of 4.8% over the analysis period. The US market is estimated to reach \$386.1 million in 2021, which accounts for nearly 27% of the global sunless tanner market.

SILVER LININGS FOR COSMETIC BRANDS FROM THE PANDEMIC?

Good news for brands that attracted new customers during the pandemic: an impressive 69% of consumers who made first-time purchases from beauty/cosmetics brands during the pandemic plan to continue shopping for those same brands, according to Dotcom Distribution's 7th annual ecommerce consumer study.

Additionally, beauty consumers added more items to their online cart to qualify for free shipping than others (78% vs. 69%), according to the company.

When shopping for beauty products, price continues to play the biggest role in purchase decisions (43%, a 1% YOY decrease), but ingredients are rising in importance (32%, a 5% YOY increase), according to Dotcom.

When it comes to shipping expectations, online beauty consumers and accessories consumers were more patient than shoppers across all other categories during the pandemic. Whereas 50% of all respondents said they expected to receive online purchases within 3-4 days during the pandemic, 33%

of online beauty and accessories consumers, respectively, expected to receive online orders in 5-plus days, noted Dotcom.

Wash, Fold...and Put Away the Packets!

Recent data from American Cleaning Institute (ACI) shows consumers still need reminders about safe laundry products storage. ACI found that 32% of Americans admit keeping their detergent packets in a place where a child could see them, and 29% do not consistently store these products up and out of reach. The findings emerged from an Ipsos poll conducted Feb. 16-17, 2021.