



Understanding the 2025 Skincare & Beauty Landscape



AI-Powered Beauty: A \$8.1B Market by 2028

AI is transforming skincare with hyper-personalized routines based on skin type, concerns, and environment. Brands are using AI for smarter product recommendations and customization.



Skinification: Skincare Is Taking Everything

Beauty is no longer just about the face—scalp serums (+52% YoY), skincare makeup (+10% YoY), and elevated body care are booming.



Ingredient-Led Storytelling

Consumers are increasingly interested in the science behind ingredients, mainly obsessing over ingredients like niacinamide, hyaluronic acid, and peptides.



Nostalgia-Driven Beauty Is Back

Y2K, 2016 beauty, and grungy eyes are making a return. Consumers crave familiar aesthetics with a modern twist.



Hydration Is Still King—Even with Matte Trends

Matte finishes are making a come back, but consumers still want hydration-first formulations that won't dry out their skin.



Seasonality Is Fading—Always-On Beauty Wins

While SPF still spikes in summer and lip balms soar in winter, hydration needs are trending more and more year-round.



Less Is More: The Multi-Use Beauty Boom

Consumers are ditching complicated routines in favor of hybrid products—think blush/eyeshadow duos and eye/lip liner combos.



The Rise of TikTok-Led Shopping

TikTok Shop and viral UGC are reshaping beauty purchases. Consumers trust real reviews over brand marketing.



Trust: Authentic Representation Matters

People want to see real skin concerns, diverse ages, and authentic stories. Trust comes from relatability, not perfection.



The Rise of Personality-Driven Shopping

💡 Gen Z and Millennials look for beauty brands that align with their interests—whether it's astrology, music, or food. Beauty brands should collaborate with non-traditional influencers (chefs, musicians, comedians) to expand reach.