

# Top Beauty Trends for 2022 Include Usability & Sustainability

WGSN revealed the top beauty trends for 2022 and beyond. Overall, the focus of beauty products for 2022 will be on usability and sustainability, according to the trend forecasting firm.



Coastal-foraged ingredients will be on trend in 2022, according to WGSN.

“The top beauty trends for 2022 reflect wider societal changes, as consumers continue to look to sustainably minded practices and products including waterless elements and longer shelf lives,” said Clare Varga, WGSN’s head of beauty.

The trends include:

- **Waterless Washing:** Waterless washing products conserve water, accommodating the one in 10 individuals globally who lack access to safe drinking water. This trend is an evolution of waterless beauty, and bring your own water (BYOW) products, with early innovators offering shower-less shampoo and no-water-needed shaving products.
- **Fermented Beauty:** The desire for potent ingredients that last longer is driving interest in kombucha for the skin. Driven by the K- and J-beauty markets, fermentation releases enzymes that break down molecules so they can better penetrate the skin, delivering powerful ingredients into the very structure of the skin or hair. The process of fermentation cultivates the growth of beneficial bacteria such as lactic, organic and acetic acids, which act as natural preservatives. These naturally-occurring bacteria prolong the shelf life of formulas, appealing to both the sustainably-minded and value-focused consumer.

- **Two-Minute Makeup Bag:** The two-minute makeup bag appeals to consumers who want a healthy “no make-up look” quickly. Aligning with the convenience of fast, low-maintenance looks and techniques adopted during the pandemic, the two-minute makeup bag offers flexible and low-key beauty lifestyles as consumers adjust to a hybrid post-pandemic existence. Products will concentrate on new and smarter beauty hacks that deliver better results with less effort, money and commitment.

- **Beauty Snacking:** A new beauty trend emerged during lockdown—the beauty snack. Set to become a staple in 2022, micro beauty moments were incorporated into consumers’ lives during the pandemic, to break up the homeworking lifestyle or create moments of pleasure. Beauty snacking includes flash treatments and easy, no-mess formulas. It will also take on a more literal definition with edible skin care in the shape of sweets and health bars emerging in 2022.

- **Wild Bathing:** The urge to reconnect with nature will drive customers to seek the natural benefits of open water and outdoor spas. With roots in many cultures, indigenous populations, and traditional therapies across the world, such as Japanese onsen and Victorian bathing machines, this practice is steeped in heritage. Bath and body products that replicate outdoor bathing will bring nature inside. Soaps, substances and materials derived from nature will increase in popularity, as will products based on seaweed or seawater.



Customers will seek the natural benefits of open water and outdoor spas. Bath and body products that replicate outdoor bathing will bring nature inside.

# Global Leading Manufacturer of Sunscreen UV Filters

Cosmos Group offers a broad spectrum of sunscreen UV filters



Sunobel AVB USAN <b>AVOBENZONE</b>	Sunobel OCT USAN <b>OCTOCRYLENE</b>	Sunobel HMS USAN <b>HOMOSALATE</b>	Sunobel OS USAN <b>OCTISALATE</b>	Sunobel OMC USAN <b>OCTINOXATE</b>
--	---	--	---	--

- Local warehouses
- 48 Hours delivery
- Application Solutions
- 10 years NA customers service experience

To find out more, contact:

Email: [miranda.sun@cosmoschem.com](mailto:miranda.sun@cosmoschem.com)  
 Web: [www.cosmoschem.com](http://www.cosmoschem.com)

Tel: 86 25 6698 7788

Quality Assurance



- **Coastal-Foraged Ingredients:** Skin care and personal care products that include seaweed extracts, kelp, sea fennel and algae will become mainstream must-haves. Coastal ingredients will be valued for their soothing, hydrating, detoxifying, therapeutic and transportive ability. Consumers will gravitate toward local, seasonal and wild-harvested items that are beneficial for their skin and the environment.

**VACCINATED AND UNVACCINATED WORKERS PRIORITIZE CLEAN WORKSPACES**

With Covid-19 cases surging again in many parts of the country, American workers are placing a renewed emphasis on cleaning, according to a new survey by the Cleaning Coalition of America. The survey finds that US workers increasingly value enhanced cleaning of the workplace and feel safer seeing professional cleaners onsite—a sentiment shared by both vaccinated and unvaccinated Americans. An overwhelming

**Three Big Trends for 2022 from Mintel**

According to Mintel, three trends are set to impact global consumer markets in 2022. From technology that predicts the success of potential romances to brands tackling Covid-19 “survivor’s guilt” and eco-anxiety, this year’s trends include:

**In Control:** In times of uncertainty, consumers crave a sense of control over their lives. Brands can deliver the information and options that consumers need to feel like they’re in the driver’s seat.

**Enjoyment Everywhere:** Having endured lockdown, consumers are eager to break out of their confines and explore, play and embrace novel experiences, both virtually and in the “real,” physical world.

**Ethics Check:** While many brands have made their voices heard on controversial topics, consumers want to see measurable progress against their goals.



Consumers want to see the measurable progress your company has made against its goals.

**Beauty Devices Category To Rise Through 2030**

P&S Intelligence says US beauty devices market value will post 19.6% CAGR during 2021–2030. Hair removal devices are the most popular in the US beauty devices market, according to the company’s latest report.



93.4% of vaccinated respondents and 82.2% of unvaccinated respondents cited workplace cleaning protocols as important as employees return to the office, with 77.2% of workers wanting the workplace cleaned daily.

“American workers experienced a turbulent year that has forever changed their expectations around workplace safety,” said Josh Feinberg, president of the Cleaning Coalition of America. “As employees return to the workplace, it is more critical than ever that businesses rethink their cleaning best practices and adopt a more holistic view of safety that prioritizes worker well-being. Both current and prospective employees need to know that their employer will not sacrifice worker health for an improved bottom line.”



In a recent survey, 38.3% of respondents would consider changing their jobs if the workplace was not cleaned properly.

Fielded in late October 2021, the survey examined the perceptions of 1,800 US workers (1099 vaccinated and 501 unvaccinated), to understand expectations as businesses look to reopen in the coming weeks and months.

Almost two years into the pandemic, nearly half of Americans (43%) still have lingering concerns about returning to the workplace. In fact, 38.3% of respondents would consider changing their jobs if the workplace was not cleaned properly. However, a clean workplace is not the only concern, with respondents citing Covid-19 infection rates as a primary impediment to returning to in-person work. ■