



Further Beyond Skin Deep:

Our new skincare
market insights



Flashback to 2017

Five years ago, recognizing that trends in beauty markets are deeply rooted in changing societal attitudes, Lycored embarked on a new research project.

We surveyed 480 consumers in France and the UK, two of the world's biggest skincare markets. We explored their attitudes not just to skincare, but also to some of the underlying factors influencing them – such as perspectives on age and gender.

Many of the results revealed that commonly held assumptions about beauty and skincare were outdated. For example, ingestible skincare was now firmly within the mainstream – and men were a prime market for it. Furthermore, consumers were far more interested in feeling healthy than looking younger. Such insights formed the basis of 'Beyond Skin Deep,' our 2017 category report which we hope proved valuable to manufacturers in both the topical and beauty from within spaces.

Now we've decided to go further beyond skin deep, with a new exploration of the ever-changing beauty and skincare landscape.



Beauty in a changing social landscape

Even in the five years since 'Beyond Skin Deep', much has changed – in the beauty and skincare sectors, and in society more broadly. Same-sex marriage is now legal in 31 countries, compared to 19 at the start of 2017.¹ Transgender people have appeared on the front page of Cosmopolitan² and presented at the Oscars.³ For many young people in the west, non-binary gender identities are now commonplace.⁴ New social media channels have shaped the way people purchase products and share information about them: in 2017 TikTok had 65 million users – now it has over a billion.⁵



The journey to inclusivity

Another major change has been an acceleration in efforts to embrace ethnic diversity.

In 2021, Lycored published 'Beautiful Diversity: Meeting the needs of people of all skin tones'. It reported on initiatives by beauty and skincare brands to improve their offering to the full range of their customers.

The report included new research suggesting a link between the demand for a more inclusive approach and the growth of ingestible skincare markets. Two thirds of the consumers surveyed in the US (66%) and three quarters (73%) of those in the UK agreed with the statement: "Products that provide the same benefits for people of all skin tones offer a platform for inclusivity."⁶



73% of consumers in the UK said products that provide the same benefits for people of all skin tones offer a platform for inclusivity.

Tracking trends with new research



So how have the seismic changes that have taken place over the past five years affected consumers' attitudes to beauty and skincare? We set out to find out.

We surveyed 245 consumers in the UK and 245 France, with equal numbers in each of four age groups (18-35, 36-49, 50-69 and 70 and over). All had purchased a skincare product (either topical or ingestible) over the past 12 months. To track changes over time, we asked the same questions we did in 2017, although we also explored some new areas.

The research was carried out online in December 2021.

1. The continuing rise of ingestible skincare

Ingestible skincare is still enjoying major global expansion. As one expert puts it: "The nutricosmetics market – whether we call it 'edible' or 'beauty-from-within' – has experienced substantial growth over the last five years in sales volume. What was once a strong business in Asia – particularly in Japan and Korea – has now become a global phenomenon."⁷ There is no sign of this growth slowing – the global beauty supplements market is projected to be worth around \$6.8 billion USD by 2024.⁸ Some ingredients have enjoyed a particularly stratospheric rise in the nutribauty space. For example, collagen sales in the US supplements market reportedly grew by 56% between October 2020 and October 2021.⁹

It's not just in the beauty space that consumers are interested in ingestible skincare solutions. In October 2020, Lycored surveyed physically active consumers, exploring their attitudes to sun care solutions. Nine in ten (89%) liked the idea of a supplement that could promote a healthier relationship between their skin and the sun, with 44% finding it very appealing.¹⁰

The growing demand for ingestible skincare and beauty from within is largely the result of a process of mainstreaming. Our latest research found that 59% of consumers now consider the concept of ingestible skincare normal. This was particularly true of those in the younger millennial (25-34 years old) category, 68% of whom said it was normal to take a supplement for skin health or beauty. People in this age group were also by far the most likely to have taken an ingestible skincare product over the past year (57% compared to 30% overall). Meanwhile, women were more likely than men to have taken an ingestible product over the past year (34% compared to 25%).



68% of 25-34 year olds said it was normal to take a supplement for skin health or beauty...



...and **57%** have taken an ingestible skincare product over the past year

2. Who needs to look good? Gender attitudes continue to shift

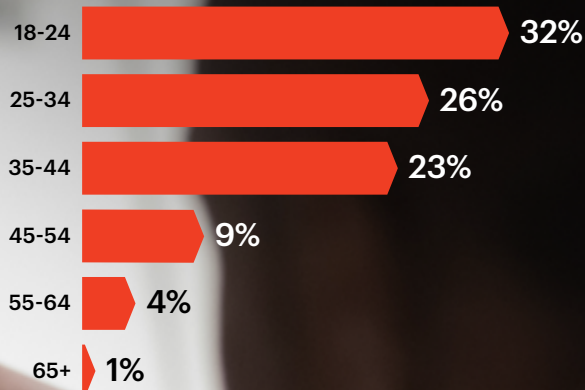
As Statista reports, “there has been a pivotal shift in male pampering culture during the last decade,” with the global male grooming market projected to be worth \$81.2 billion USD by 2024.¹¹

This growth is rooted in changing attitudes to gender and physical appearance. In 2017 we found that a significant number of consumers (8% overall and 22% in the youngest age groups) believed that it was more important for men to look good than women.

Since then, this figure has nearly doubled, with 15% of consumers now saying that looking good is more important for men than women. Again we uncovered a very clear age trend here, with 32% of 18-24 year olds taking this view, compared to almost none (1.2%) of the over-65s.

There was little variation by gender on this question, but there was significant difference between countries. Consumers in France were more likely than those in the UK to take the view that looking good has the same importance for men and women (60% vs 48%), whereas the Brits were more likely to say that looking good was more important for men than women (17% compared to 13%).

Percentage of respondents who believe looking good is more important for men than women:



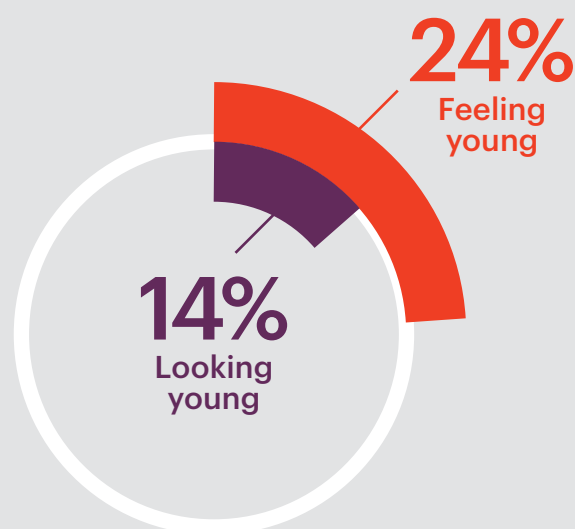
3. Perspectives on age and aging

Two thirds (66%) of the consumers we surveyed took the view that looking good has the same importance whether you are younger or older. Unsurprisingly, the older they were, the more likely they were to agree. More than 79% of over-75s agreed, compared to 49% of 25-34 year olds.

Consumers in France were also more likely to take the view that the importance of physical appearance does not diminish with age (72% compared to 59% of Brits).

Meanwhile, looking younger was not a priority for consumers in any age group, and particularly not for the seniors we surveyed. Overall, only 14% of our respondents, and just 6% of the over-65s said looking young was an important reason to use skincare products. However, feeling young was a goal for 24% of respondents overall, and 29% of women.

Important reasons for using skincare



4. Skincare, self care and the 'feelgood factor'

According to Vogue Business, "As the beauty sector looks ahead to new priorities in 2022, one consumer concern stands out: the importance of self-care."¹² The renewed determination to look after ourselves is undoubtedly rooted in experiences of the pandemic – in a 2021 Lycored survey, over a third (35%) of consumers said their focus on looking after themselves had increased during lockdown.¹³

For many people, skincare products deliver an important emotional boost. Our research found that 69% of consumers use them "to feel good about myself" – up from 62% in 2017. This was particularly true for the youngest consumers, 82% of whom said they used skincare products to feel good about themselves, and for women (78%, compared to 59% of men).

Many consumers also believe in a strong link between emotional wellbeing and skin health. In our survey, the percentage who said living a stress-free life is important to skin health was up significantly (26% compared to 18% in 2017).



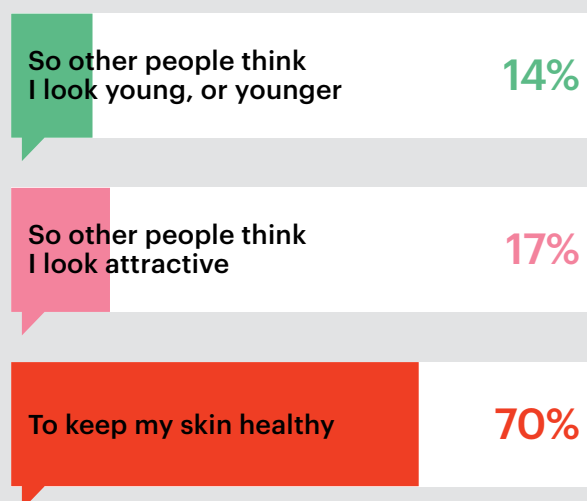
5. The 'takeover' of beauty by holistic skincare

According to Harpers Bazaar, skincare will “continue its takeover” and “make cosmetics work harder.”¹⁴ That’s how it describes the growing tendency of consumers to value skin health and the complex array of factors that affect it, rather than more superficial goals such as the absence of wrinkles.

Some have argued that this focus on holistic skincare is reflected in the respective sales figures for cosmetics and ingestibles. According to one industry expert, “If you’ve seen the sales volumes for the traditional cosmetics market since early 2020, not only hasn’t there been any growth, but sales are also dramatically lower. This is not the case in the nutricosmetics beauty market, which tends to focus more on health as a driver than just appearance.”¹⁵

The importance consumers place on skin wellness (compared to more superficial goals) was clear in our survey results. Seven in ten (70%) respondents said they used skincare products to keep their skin healthy, while only 17% said it was so other people would think they looked attractive, and 14% said it was so other people would think they looked younger. And when faced with a hypothetical choice between feeling healthy and looking attractive, 80% said they would rather feel healthy.

The importance consumers place on skin wellness

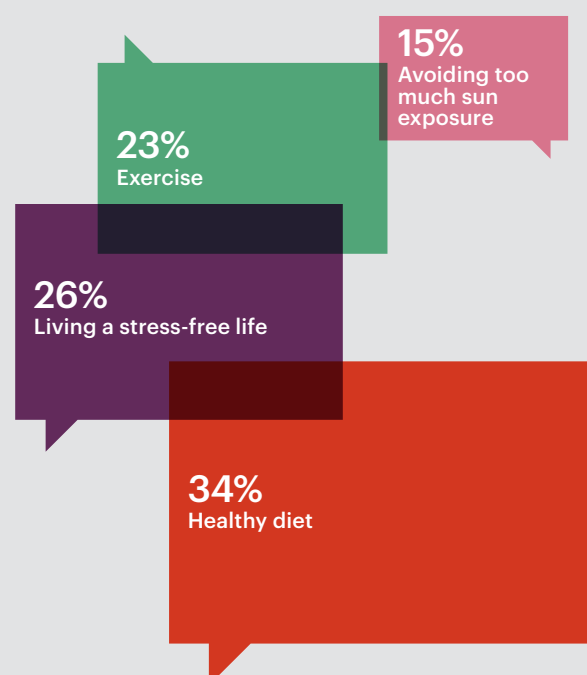


It was also clear that they saw skin health as a complex phenomenon, to which “from-within” as well as external forces contribute. Over a third (34%) of respondents considered a healthy diet to be one of the most important factors for the health of their skin, while 26% listed “living a stress-free life”, and 23% chose exercise.

The pandemic may have accelerated the focus to “inside-out” skin health. In a 2021 Lycored survey, 53% of Americans said they had thought more about the relationship between their diet and their overall health during the pandemic. The same number had reflected more on the relationship between their diet and their physical appearance.¹⁶

Furthermore, the experience of having unexpected amounts of time and money on their hands during lockdown appears to have diverted money from cosmetics to products for skin health. To quote one brand owner, “A lot of beauty shoppers are looking to spend those dollars that they might have otherwise spent on cosmetics and makeup. They’re at home more and spending them on wellness instead.”¹⁷

What do you consider to be the most important factors for the health of your skin?



6. A new focus on visible results

We then asked consumers how important it was to be able to see the benefits of the skincare products they use. Over half (52%) said it was very important and a further 43% said it was quite important. The demand to see visible results was markedly higher among younger consumers. Over two thirds (67%) of 18-24 year olds said it was very important, compared to 38% of over-65s. The trend was particularly noticeable among French consumers, 55% of whom said it was very important to them to visibly see the benefits of the skincare products they use.

This trend has been linked to social media use among young people. According to Vogue Business, “Gen Zs are savvy and knowledgeable shoppers who value product efficacy above all” and others have observed that “Any product that delivers any visible results quite quickly is normally well covered and shared on TikTok.”¹⁸

Furthermore, the current generation appears to be good at doing its homework, with many young consumers conducting research on products and ingredients “to the point of interrogation.”¹⁹ This was reflected in our survey, with 40% of consumers in the 18-24 age group saying it was important to them that the ingredients in skincare products are supported by clinical research. Interestingly, the only group to put higher value on clinical research was the over-65s, 52% of whom said they wanted to see clinically proven ingredients in skincare products.



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7. Carotenoids pass the consumer test

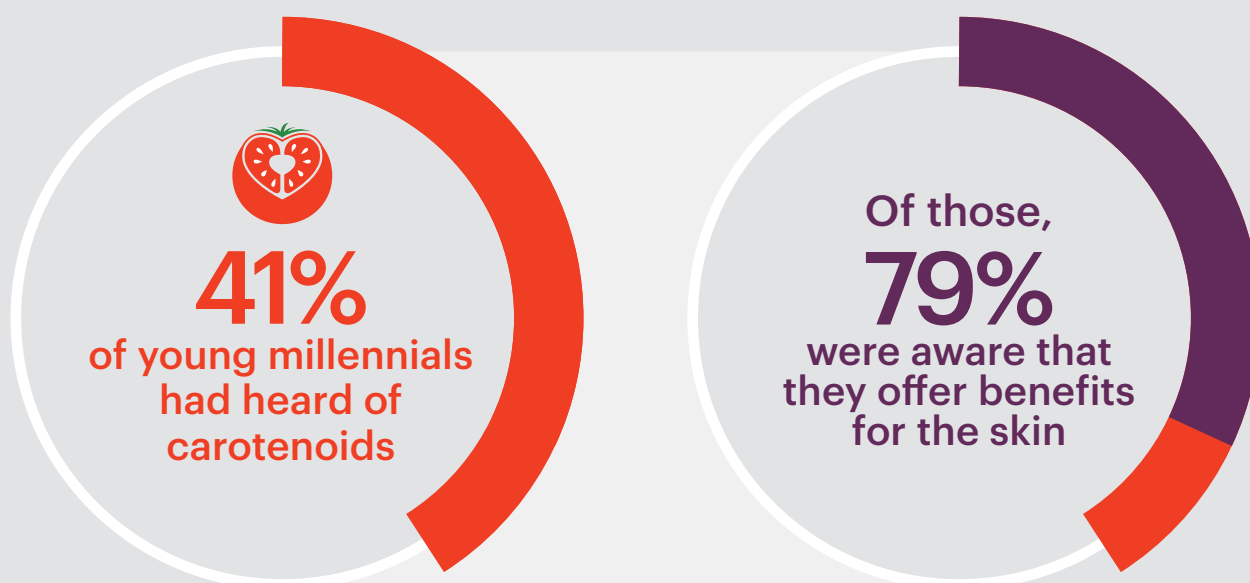
The good news is that two recent studies have demonstrated that the benefits of Lycored's carotenoid-derived ingredients for ingestible skincare are highly visible to consumers.

In 2020, a double-blind, placebo-controlled trial on our flagship skincare product Lycoder™ focused on visible beauty parameters. It found that our ingestible skincare extract benefited overall skin condition as well as visibly boosting radiance and reducing the appearance of lines and wrinkles.

As well as measuring skin carotenoid levels, the researchers assessed the effects of Lycoder through photo image analysis, questionnaires and expert visual grading of facial wrinkles. At the end of the 16-week study, the Lycoder group saw a 5.6% reduction in wrinkle severity, while those taking the placebo saw no significant effect. A similar trend was observed for fine lines. In addition, more than two-thirds (67.7%) of the Lycoder™ group noticed their skin had a more even tone, and 64.5% said they had seen an improvement in its brightness.²

Lycoder is not the only Lycored ingredient to have passed the "seeing is believing" test. In 2022, 63 women took Lumenato™, our blend of carotenoids from golden tomatoes for skincare supplements, for 12 weeks. They completed questionnaires that assessed different skin parameters at weeks four, eight and 12, and again two weeks after the trial had finished. After 12 weeks of supplementing with Lumenato, participants reported significant improvements in skin hydration, firmness, brightness, tone and overall condition. They also reported reductions in dark spots and circles, fine lines and wrinkles. Interestingly, assessment of these parameters continued to improve after treatment had ended. For example, at baseline, 19% of participants said their facial skin looked attractive. Twelve weeks after supplementing with Lumenato, this had increased to 65%, and two weeks after the trial, it had reached 69%.²⁰

There is evidence to suggest that such studies – or the many others demonstrating the skincare benefits of carotenoids – are cutting through to consumers. More than three in ten (32%) of our survey respondents had heard of carotenoids, with recognition particularly high among young millennials (41%). Of those who had heard of carotenoids, 79% were aware that they offer benefits for the skin.

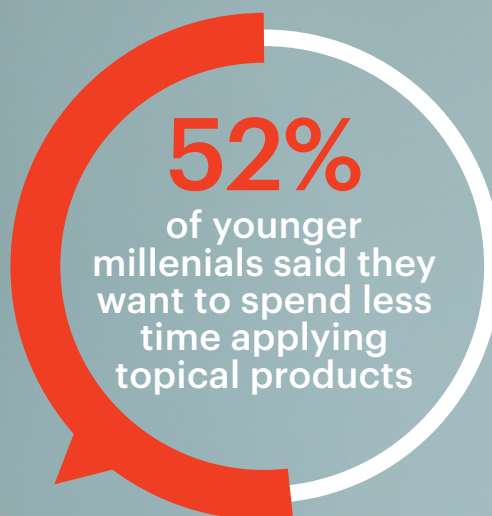


8. Keeping it simple – the ‘Skiminalism’ trend

Recent years have seen the rise of “skiminalism”, a trend whereby consumers – through a desire to save time, money or the environment – have “shunned the extensive multi-step routines and [begun] to adopt a more intuitive approach to product usage.”²¹

A desire to spend both less money and time on skincare products was clear from our research. After “It is made by a brand I trust,” the factor that would most influence consumers to choose a particular skincare product was “It is affordable” – a factor that scored highly across all groups, but for women and UK consumers in particular.

When it came to time, the number of respondents saying they spend less than 10 minutes applying skincare products was lower than it was in 2017, possibly reflecting the increase in time spent at home as a result of pandemic lockdowns. Nevertheless, the number saying they would like to spend less time applying topical skincare products was up (from 33% in 2017 to 52%). Younger millennials were particularly likely to say they wanted to spend less time applying topical products (52%).



9. Demand for multiple benefits

Related to the desire to buy fewer products is a demand for products that offer more than one benefit. According to Vogue Business, “Gen Zs also like hybrid products because they imply value for money and a shift to reduced consumption,” leading to a “hybridisation of products”, such as concealers with hydrating properties.²²

This demand for skincare products with multiple benefits is evident from previous Lycored market research. For example, in 2021, 91% of the consumers we surveyed said that a hybrid supplement combining skin support with other benefits, such as antioxidation, would appeal to them.²³ It was also reflected in our current consumer research, with 85% of respondents saying that a skincare supplement that contained both carotenoids and collagen would be appealing to them. Women were particularly likely to like the idea of such a hybrid product, with 90% saying it would appeal to them.



of respondents said a skincare supplement containing both carotenoids and collagen would appeal to them

10. Ethical beauty: How values are driving purchasing behavior

One of the characteristics ascribed to the newest generation of consumers is a preference for companies that share their values. As the founder of ethical skincare brand Good Light puts it: “Gen Z is viewing brands as complementary to who they are. Core to their identity are issues around diversity, inclusivity, sustainability, transparency and trustworthiness.”²⁴

In a set of new questions, we asked consumers what they expected from the skincare industry. Over nine in ten of our respondents (94%) believed manufacturers have either some responsibility, or a lot of responsibility, for the environment. A similar number (93%) believe they have some responsibility for minimizing waste in their production, 92% believe they are responsible for reducing their carbon footprint and 89% believe they are responsible for minimizing damage to the oceans. In all cases, consumers in the UK were particularly likely to stress the responsibility of manufacturers for the environment.

Such considerations are growing in importance as purchasing factors. A quarter (23%) of consumers overall (and over a third of those in the 18-24 age group) said it was important to them that skincare products are made from plant-based ingredients. Similarly, 22% (and 30% of 18-24 year olds) said they would be influenced to purchase a skincare product if it was made from sustainably produced ingredients.



of consumers said it was important to them that skincare products are made from plant-based ingredients

Conclusion: A new kind of skincare consumer

While there are differences between markets and demographic categories, our research paints a clear picture of a new kind of skincare consumer. They have more fluid attitudes to gender. They are increasingly driven by ethical and ecological considerations. They prize skin health over superficial goals like looking younger, but also demand visible results. They understand skin health and beauty in holistic terms – the result of “from-within” factors like emotional wellbeing as well as the products they consume. Seeking to spend less time and money on their skincare, they want products that can deliver multiple results. For all these reasons, they are increasingly turning to ingestible skincare products, which has led to a flourishing nutricosmetics market.

Lycored's Ingestible skincare range

If your goal is to create on-trend ingestible skincare products for the new skincare consumer, Lycored can help. We offer a range of scientifically substantiated ingredients that harness nature's power to support skin wellness and beauty from the inside.

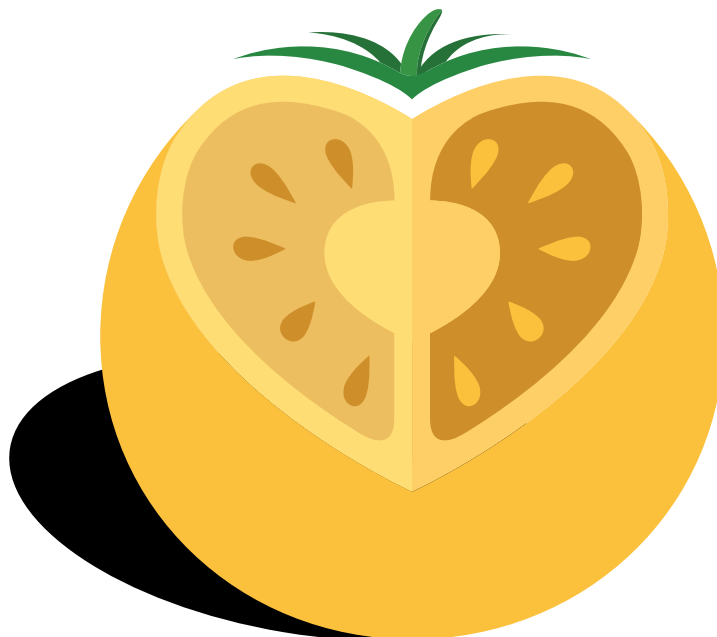
Lycoderm™ is Lycored's flagship nutrient complex for skincare supplements. A proprietary complex of tomato phytonutrients and rosemary leaf, it offers optimal concentrations of lycopene, phytoene and phytofluene, as well as carnosic acid and naturally occurring vitamins A and E. Created to balance the skin's response to environmental stress, its benefits have been demonstrated in a string of studies. Lycoderm is suitable for a range of applications, including hard shell capsules, soft gels, liquid shots, gummies and nutrition bars.

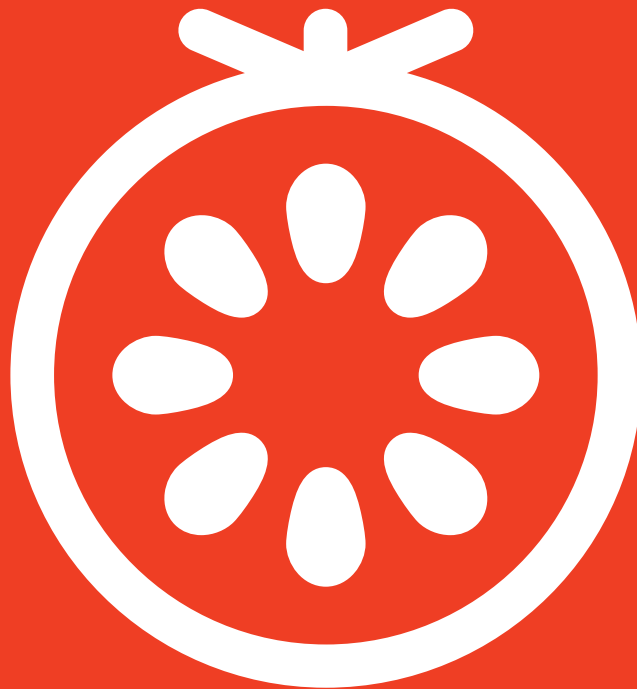
Lumenato™ is an extract of antioxidants and other nutrients sourced from an exotic breed of golden tomatoes. The natural carotenoids it contains are carefully calibrated to work synergistically and offer proven benefits for beauty and skin wellness, including defense against collagen-3 damage.²⁵ It can be used in a wide range of applications – from softgels to chocolates.

LycoAsta™ is the newest addition to the Lycored skincare range. Created from *Haematococcus pluvialis* algae and loaded with free radical-fighting astaxanthin, it offers benefits for immune support as well as skin health. It is ideal for softgel applications.

Key take-aways:

- Most consumers, particularly those in generations Y and Z, now consider ingestible skincare normal
- There is growing focus on men's physical appearance, with a third of 18-24 year olds believing it is more important for men to look good than women
- Consumers are increasingly likely to use skincare products to feel good rather than look young...
- ...but there is also growing demand for visible results
- Nearly eight in ten (79%) consumers who are aware of carotenoids know that they offer benefits for the skin
- An increasing number of consumers would like to spend less time on their skincare regimes
- There is high demand for skincare products that deliver multiple benefits
- The vast majority of consumers believe manufacturers have a responsibility to protect the environment





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