



TOP 5 TRENDS

IN THE BEAUTY INDUSTRY
that you don't want to miss out on



1. BEAUTY TECH & VIRTUAL TRY-ONS

Customers that use virtual try-ons are 2.4 times more likely to make a purchase

2. HYPER-PERSONALIZATION OF CUSTOMER EXPERIENCE & PRODUCTS

76% of consumers are more likely to purchase when provided with personalized recommendations



3. MAKEUP IN THE METAVERSE

Gen Zers are already buying products in the Metaverse: 75% have bought a digital product, and 41% think brands should sell in the Metaverse



4. SUSTAINABLE BEAUTY

The beauty industry produces 120 billion packaging units a year – and beauty tech is helping to minimize this negative impact



5. SMART BEAUTY DEVICES

Annual growth rate for smart devices in the beauty industry is an impressive 18.8%, and the market is expected to reach \$144.2 billion by 2028.

STAY AHEAD OF THE CURVE

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