

# The Next Phase in the Clean Beauty Evolution Starts Now

“Clean beauty” has become a baseline expectation for products in the personal care market. However, a lack of clarity around the term has brands establishing their own version of qualifications and claims for their products – creating ambiguity and confusion for shoppers. It’s no longer enough for brands to say their products are clean. Consumers want to know how and why that is true, and they are demanding transparency as we enter the next phase in the evolution of clean beauty.



THE GLOBAL CLEAN BEAUTY MARKET IS EXPECTED TO REACH **\$14.36 BILLION** BY 2028<sup>1</sup>



**68%** OF U.S. SKINCARE CONSUMERS SEEK BRANDS THAT USE CLEAN INGREDIENTS<sup>2</sup>



**NEARLY 1/3** OF THOSE WHO HAVE HEARD THE TERM “CLEAN BEAUTY” AREN'T FULLY SURE WHAT IT MEANS<sup>3</sup>



According to a recent article in *Global Cosmetics Industry*, “In 2023, expect to see **more brands bringing clarity to their messaging and outreach** to not only clarify their ‘clean’ claims but to stand out from the competition.”<sup>4</sup>

## MINTEL

Beauty companies and brands simply can’t be all things to all people when it comes to defining ‘clean.’ There is a **notable shift toward people aligning how and what they consume with their values**. The ‘clean’ beauty movement plays into this shift and the subjectivity of its definition allows consumers to glean their own interpretation and find products that align with their narrative. Yet **the most successful brands will remain authentic to their mission and identity** by leveraging a compelling and transparent ingredient story.



Carson Kitzmiller  
SR. ANALYST, BPC REPORTS

Tried and true favorites including **vitamins, superfoods, and botanical-enriched ingredients are leading the way as natural, sustainable alternatives** in new clean beauty products.

### COMMON INGREDIENTS INCLUDE:

- |            |              |            |           |
|------------|--------------|------------|-----------|
| VITAMIN A  | TEA TREE OIL | CHAMOMILE  | RICE      |
| ARGAN OIL  | ALOE VERA    | JOJOBA     | VITAMIN E |
| COCONUT    | GRAPESEED    | ALMOND     | SEAWEED   |
| HIBISCUS   | ORANGE       | GOJI BERRY | CHARCOAL  |
| ROSEMARY   | MUSHROOM     | AVOCADO    | BIOTIN    |
| EUCALYPTUS | DANDELION    | ACAI BERRY | BEESWAX   |
| LEMONGRASS | VITAMIN C    | GRAPEFRUIT | MINT      |
| HONEY      | BLUEBERRIES  | PERSIMMON  | PUMPKIN   |



In addition to transparency, consumers are calling for **more sustainable, socially responsible personal care products and packaging**. Products for skin care, hair care, men’s grooming, and more are being reinvented into **cubes, powders, and bars** to reduce the use of water and plastic. They are also being alternatively packaged in recyclable cardboard and aluminum.

## Big players betting on the clean beauty market

SEPHORA



Walmart

amazon

REVLON

SHISEIDO



goop

## 2023 Clean Beauty Trends



**Demand for Transparency**



**Increasing Importance of Safety and Efficacy**



**Growing Calls for Sustainable Products and Packaging**



**Social Responsibility Guides Mission-Driven Beauty**

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 2. <https://www.npt.com/wp-content/uploads/2021/07/Beauty-Skincare-Consumer-Report-Infographic-2.pdf>  
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