

Trends for Beauty from Within



The Market

The ingestible beauty market size was valued at 3.56 Billion in 2022 and is predicted to reach 9.22 Billion by 2031 at an 11.4% CAGR during the forecast period for 2023–2031.

InsightAce Analytics

Within the EMEA Region **Europe was the most active region with 41% of the nutricosmetic** supplements launched globally between 2017 and 2021



In 2022, there were **2.6 times** more Beauty supplements launched in EMEA compared to 2018. **UK, France, and Germany** have been the most active countries when looking at the number of nutricosmetics launched.

Eastern Europe has been the fastest-growing region in EMEA with a 4.9% CAGR between 2019 and 2022

Nutricosmetic Sector

The ageing population worldwide is expected to fuel demand for nutricosmetics due to the rising preference to live a healthier lifestyle for as long as possible, with a ‘lets age well” and “pro-aging” approach.



Nutricosmetic sales grew with a **4.8% CAGR** between 2019 and 2022 greater than the Dietary supplement market growth rate
Nutricosmetics launches have **more than doubled** and is a TOP category among women’s supplements



Category Growth

Skin, hair, nails has been the **TOP 2 claim** associated with women’s supplements launched in the past 5 years in the EU, after maternal and together with active lifestyle supplements.

50% of the nutricosmetics on the market target the skin

8% of the beauty supplements support nails health
Consumers awareness of ingestible beauty solutions continues to fuel this growth

Nutricosmetics address both wellness and symptom consumers...

Wellness Consumers

Proactive approach Wellness consumers try to tackle aging through proactive prevention, whether looking at anti-aging, hair strength or UV protection solutions for example. They look at Beauty & Wellness in a holistic way and are interested in natural solutions.

Symptom consumers seek solutions to help fight issues they are facing, such as acne, age spots or hair loss. They might be more prone to turn to medical help as well if their issues become serious

Symptom Consumers

New product development areas to watch...



The **gut-skin-brain axis** offers huge opportunities beauty / health from within, as gut health and skin health are so closely interconnected. We will see manufacturers and brands developing targeted combination products containing pro-biotics.

There is also the **gender opportunity... - Healthy Skin from Within...**

The term ‘beauty’ may not be as appealing to the male market; a more appropriate term for ‘Beauty from Within’ could be expanded to **‘Healthy Skin from Within’ to capture a broader audience that spans all age groups and genders.**

Key drivers of the ingestible beauty market....

Factors such as the increasing public awareness about healthcare and beauty, growing healthcare expenditure, and high preference toward natural skincare products are anticipated to contribute to the market expansion



There is an increasing demand for evidence based claims

Ingredient suppliers are investing in research to explore the potential of their active compounds in the nutricosmetic space, in order to provide high-quality, effective ingredients which will deliver strong product claims – this is being demanded by savvy consumers

Consumers want credible and effective products, along with scientific evidence to provide the confidence they need before making a purchase

A sustainable approach

Sustainability needs to be at the core of product development and not an afterthought. Brands that create an emotional connection for their product, and a product that the consumer can feel good about using , from both an efficacy and ethical perspective will be the ultimate winners.

Sourcing and supply chains that can strive to source materials with these key objectives in mind will have the upper hand in the longer term.



WILLOWS
INGREDIENTS

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