

The Future of Beauty

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Professor Moore

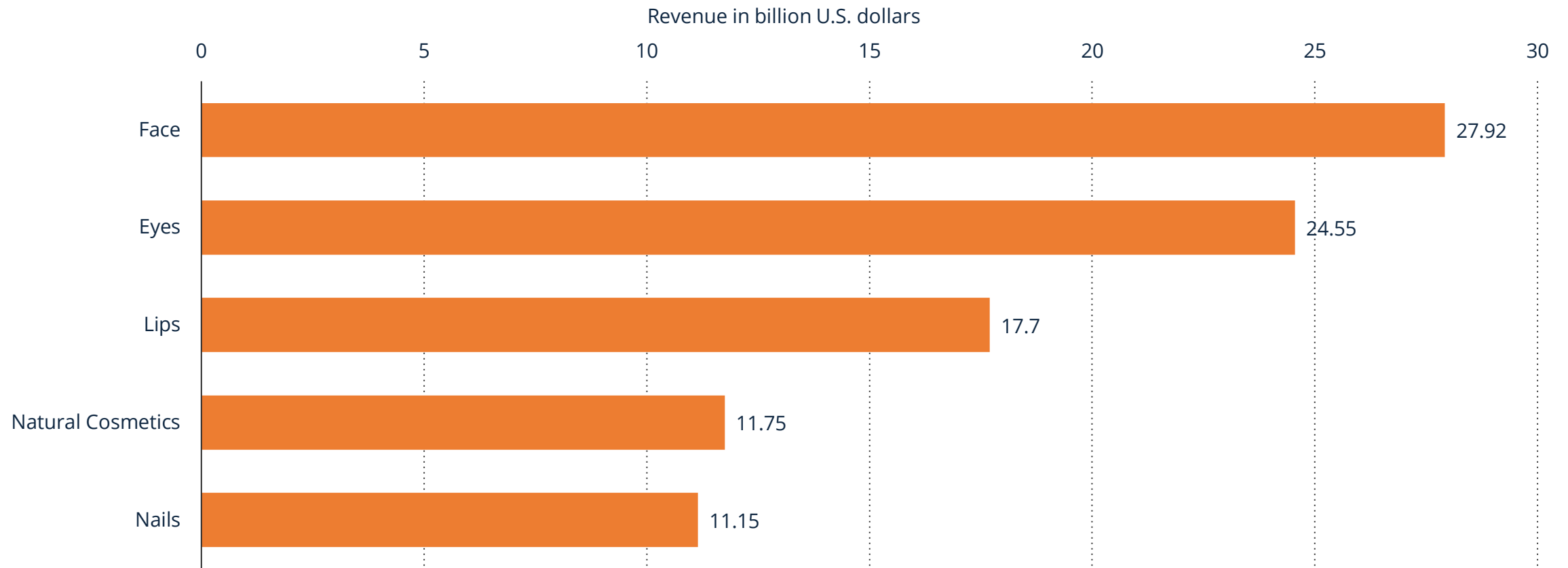
July 19, 2023

The Value of the Beauty Industry

- The beauty industry is valued at \$532 billion and is on a rapid upward trajectory, according to a new report from retail analytics firm Edited.
- Thanks to features like Instagram Shopping and Pinterest's shoppable Pins, if consumers see an item they like, they can click on it to learn more and subsequently make a purchase.
- As more retailers begin launching their own beauty brands, they have the benefit of controlling pricing to better appeal to specific demographics of shoppers.
- Increased transparency
- Sustainability is becoming increasingly important to transparency-minded customers who want to know where our products come from and how they are made

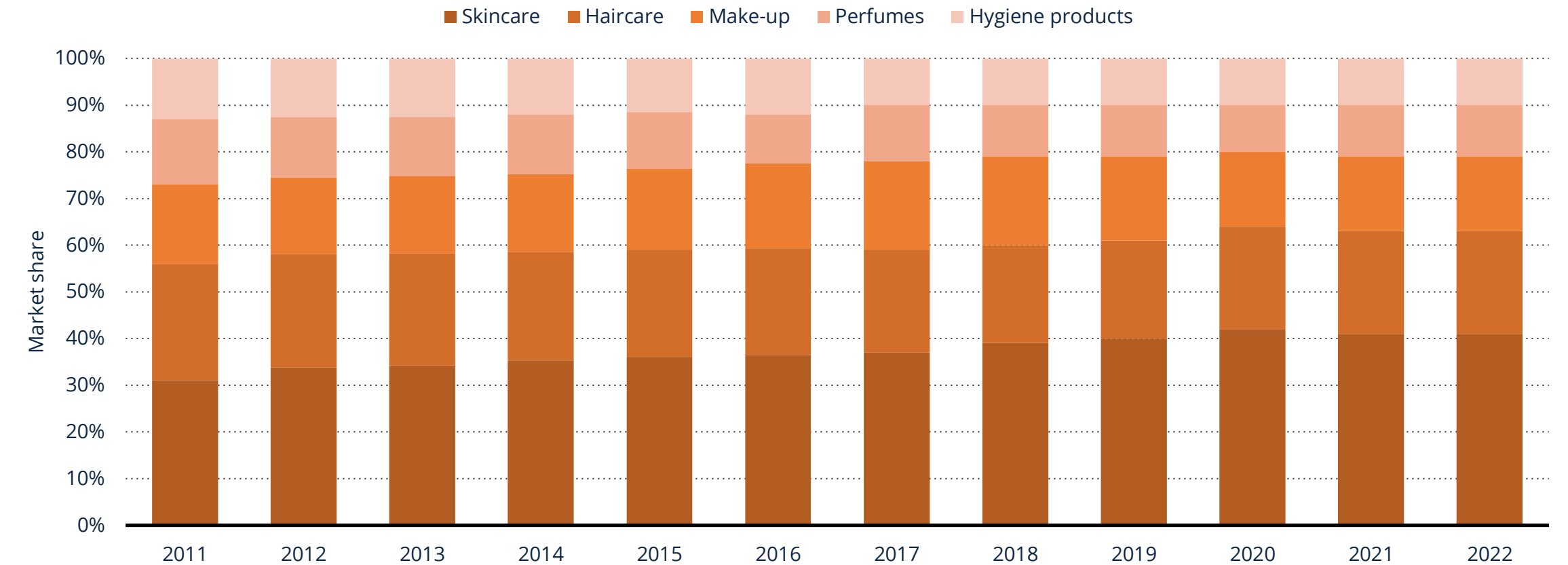
Revenue of the cosmetics market worldwide in 2022, by segment (in billion U.S. dollars)

Revenue of the global cosmetics market 2022, by segment



Breakdown of the cosmetic market worldwide from 2011 to 2022, by product category

Breakdown of the cosmetic market worldwide 2011-2022, by product category

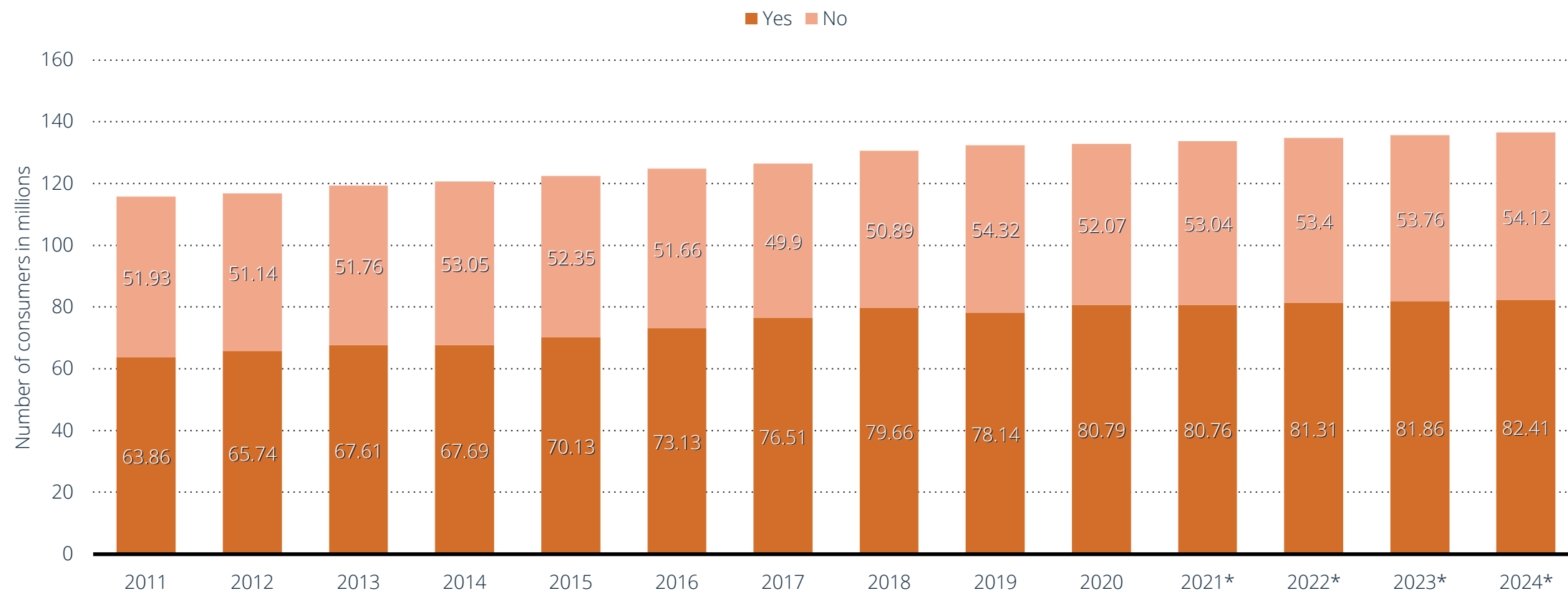


Category is EYEBROWS!

- Eyebrows are one of the most important features of the face that helps shape the face to be lifted and have room available to apply more eyeshadow.
- There are many brow concerns that women have expressed like:
 - Thin Brows
 - Overplucked
 - Unevenness
 - Too Unruly
 - Patchy
 - Shapeless

U.S. population: Usage of eyebrow pencils from 2011 to 2024

Usage of eyebrow pencils in the U.S. 2011-2024

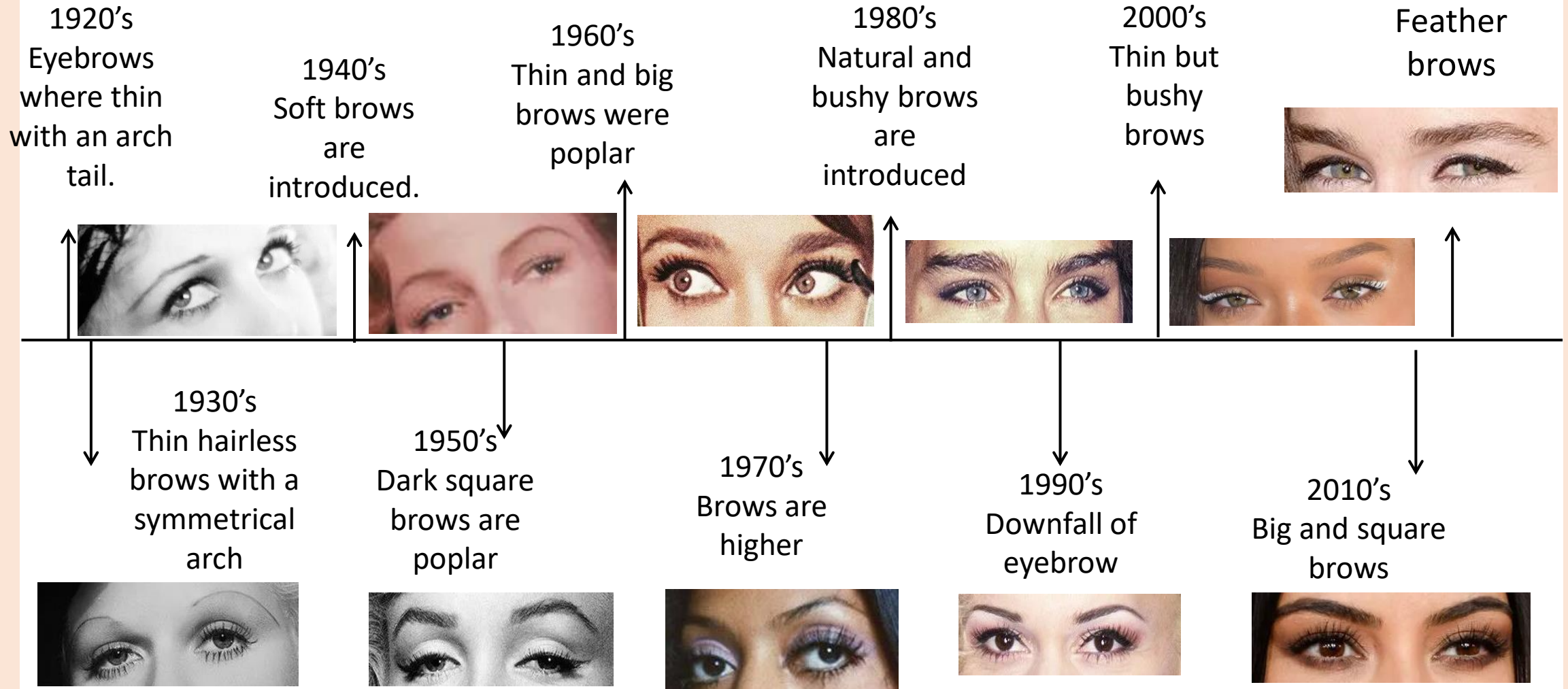


Note(s): United States; Women only.

Further information regarding this statistic can be found on [page 8](#).

Source(s): Statista (based on MRI-Simmons data); [ID 285920](#)

The Evolution of Eyebrows





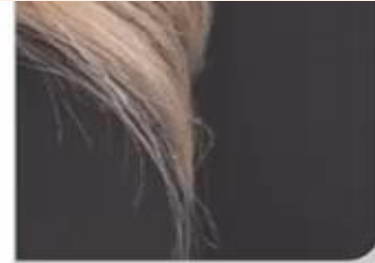
- In 1989, Anastasia Soare immigrated to the United States from Romania.
- In 1990, Soare was working at a beauty salon and noticed that brow service wasn't a big deal at the time.
- "The Golden Ratio"
- In 1997, Soare opened her first salon
- Soare has done iconic celebrities like Naomi Campbell , Faye Dunaway, Cindy Crawford, and Oprah Winfrey.
- Between 2006 and 2007, ABH released their first brow line to Sephora and Ulta.
- The rise of ABH became such a huge hit by releasing more products, joining the social media world,

Behind ABH



ANASTASIA S

If you've experienced more than a trend or a Every product Anastas gorgeous, pro-level re powerful enough to be With 25 years of innov disrupted the industry



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- Benefit Cosmetics was founded by twin sisters named Jane and Jean Ford in 1976 in San Francisco.
- Benefit Cosmetics is a beauty brand very well known by their brow products.
- Around 2016, young customers were obsessed with thick brows that they decided to expand their brow category.
- Anastasia Beverly Hills was ruling when it came to the brow category
- Benefit came with the plan:
 - Redefine their marketing strategy
 - Make sure every product was at a retail store
 - Drive more direct sales through e-commerce
- Fun Fact: The twin sisters put their trust on a coin to decide their future business.

Through the power of social media, there is so many and easy ways to create a beauty trend and be able to make it viral.

We have noticed a pattern, the style of eyebrows that were popular back in 1920s -2000s are coming back.

Not only the 1920w brow style is coming back but bleached brows and colorful brows are now a popular trend

Being hairless has become a topic in the beauty industry that people are starting to shave their eyebrows.

Straight eyebrows have become a popular style as well as lightening their brows.

The Trends of the Brow World

The Future Trends of the Brow World

- Brow lamination is one of the popular trends in order to keep your eyebrows styled
- Creating kits that customers can do the lamination at the comfort of their home.
- Technology wise, L'oreal has created a machine that would help customers with limited mobility
- Having multiple tools that can become one tool
- Sustainable products

Instagram Post



https://www.canva.com/design/DAFpGQzgnsQ/E7SxiZ7qlf8WtMdKj7EI9Q/view?utm_content=DAFpGQzgnsQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

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Category is Eyebrows

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The Value of the Beauty Industry

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The Future Trends of the Brow World

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