



The Beauty Blueprint: Insights, Influence & Innovation

New report available now



The beauty and skincare sector is evolving faster than ever - shaped by cultural shifts, digital influence, and new generations. Brands that anticipate these changes win relevance, loyalty, and growth.

Our Beauty Blueprint report explores

Key trends shaping beauty in 2025 and beyond

How Gen Z are leading the charge

Gen Alpha's evolving beauty journey

KEY TRENDS SHAPING BEAUTY



Trend #1: The natural influence

The role of clean, cruelty-free and organic products



Trend #2: The era of evidence-based beauty

How science drives skincare



Trend #3: The power of first impressions

Aesthetic-driven beauty packaging



Trend #4: The algorithm effect

Beauty discovery in the age of influence



Trend #5: The future face of beauty

How AI redefines self-care

GEN Z: LEADING THE CHARGE

61%

enjoy discovering new beauty trends

75%

research products online before buying

Affordability + trend power = winning formula



GEN ALPHA: EARLY BEAUTY ADOPTERS



- Gen Alpha are early adopters of beauty routines.
- Skincare provides a connection point amongst peers, and represents a key overtaking interest as girls move away from toys.

Get in touch for a full overview of The Beauty Blueprint:
info@redcresearch.com



redcresearch.com