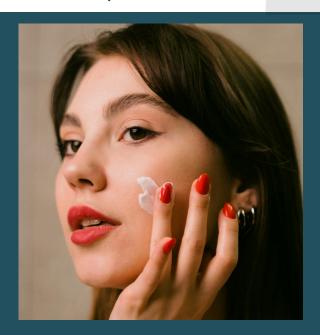


# The Beauty Blueprint: Insights, Influence & Innovation

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

