

rev:eve

R E P O R T

PART 2:

2030 BEAUTY TRENDS:

WHAT EVOLVES,
WHAT ENDURES,
WHAT LEADS

Industry perspectives on consumer behavior,
biotechnology, diagnostics and
global retail innovation.

FEATURING INSIGHTS FROM

TROPIC



THE
inkey
LIST™



MatsukiyoCocokara & Co.

PAULA'S CHOICE
SKINCARE

寶拉珍選-美麗來自於智慧保養

DR's
Secret

SKIN HEALTH

92%

— HYDRATION —



PERSONALIZED
RECOMMENDATION



1. Consumer Behavior Trends: Insights from 2024–2025

Following the evolution of retail and the rise of wellness-driven innovation, the modern beauty consumer emerges as more **empowered, informed,** and **intentional** than ever before.

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“Consumers are becoming more knowledgeable about skincare ingredients. Whereas they once focused solely on efficacy, many now examine concentration, sourcing, packaging materials, and even sustainability. This shift reflects how empowered today’s shoppers really are.”

— Irene Liu,
Product & Regulatory Affairs Manager,
Paula’s Choice Taiwan

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Their behavior reflects a complex interplay between **digital savviness, health priorities, ethical expectations,** and a desire for simplicity with substance. Beauty is no longer about impulse — it’s about **impact**.

Brands are no longer just selling products; they’re meeting a consumer who expects **clarity, control,** and **connection** at every touchpoint — from **first discovery to repurchase**.



Intentionality Is the New Loyalty

Consumers are moving away from trial-and-error and toward **highly intentional purchases** grounded in **self-knowledge, purpose, and proven value**. This shift is especially evident in the rise of **AI-powered diagnostics** that guide smarter decision-making and reduce overconsumption.

Farmacias del Ahorro notes that consumers are making wellness-driven choices, informed by a broader understanding of their long-term health:

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“More customers are actively seeking vitamins, supplements, and skincare products as part of their daily routines, rather than just treating existing conditions... AI-driven recommendations significantly increase conversion rates, especially when personalized to customers' past purchases and medical profiles.”

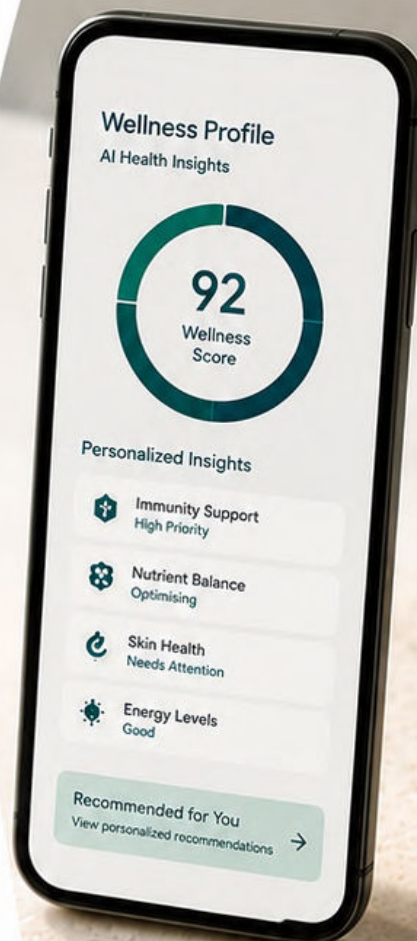
— Luis René Andrade Cantú,
E-Commerce Manager,
Farmacias del Ahorro

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Key Takeaway

Today's beauty buyers are **purpose-led**. They research deeply, **buy mindfully**, and choose brands that **align with their values** and support their long-term well-being.



AI as a Behavior Shaper



AI diagnostics are helping **streamline decisions** and **build trust**, turning guesswork into guided journeys.



Digital diagnostics have become a key entry point for customer engagement. Not only do they offer **precision** and **relevance**, but they also provide **valuable data** that shapes **product development** and **marketing strategies**.

SKIN DIAGNOSTIC
COMPLETE



SKIN TYPE
Combination

HYDRATION
Good

SENSITIVITY
Low

RECOMMENDATIONS
Personalized for you



“Since launching our new and improved AI Skincare Quiz powered by Revieve... we’ve gathered insights from over 50k users... Nearly 40% of quiz responders reported having combination skin, a pattern that was irrespective of age or gender. That knowledge means we can adapt our marketing comms and inform future product developments.”

— **Emily Mitchell**,
Marketing Director,
Tropic Skincare.

At **DR’s Secret**, personalization and transparency go hand in hand — building loyalty through **education** and **credibility**:



“We create a wide range of content across social media, blogs and our website to engage with consumers... When people can clearly see what we stand for and what we put into our products, it builds trust, and that trust is what deepens brand loyalty over time.”

— **Lim Sze Huey**,
Senior Group Manager,
Product Management,
DR’s Secret.



Strategic Takeaway:

Empowered, Informed, Selective

Beauty buyers in 2026 are not passive — they’re **proactive**. They expect **relevance**, **results**, and **respect** from the brands they support. By designing with **empathy**, **simplifying the decision journey**, and guiding through **credible expertise**, brands have an opportunity to build **loyalty** that’s not just emotional — but **lasting**.

2. Biotechnology and Ingredient Innovation

As beauty becomes more **personalized, sustainable,** and **wellness-driven**, science is stepping firmly into the spotlight. Biotechnology is transforming how products are formulated, tested, and delivered — offering a more **intelligent, ethical, and sustainable** path forward. It's not only changing what goes into skincare, but also how brands deliver **proof of performance** and **long-term skin benefits**.

Consumers are no longer satisfied with surface-level claims — they want **clinically-backed, eco-conscious** formulations that work at a cellular level. In response, brands are turning to **lab-grown actives, microbiome-aligned ingredients,** and **AI-optimized formulations** that bring science and skin into closer harmony.

Their work highlights a critical shift in biotech's role: it's no longer just a production tool — it's a **design philosophy**. One that allows skincare to be **adaptive, sustainable,** and more attuned to **evolving human needs**.

“

“In terms of ingredient innovation, I believe we will also see a stronger integration of biotechnology. We see technologies like microbiome research, cell-based ingredients such as stem cell derivatives, and iPSC-based technology gaining traction, especially in the premium skincare segment. These technologies will offer the potential for hyper-personalised and regenerative skincare.”

— Lim Sze Huey,

Senior Group Manager, Product Management,
DR's Secret

”



From Nature-Inspired to Lab-Crafted

Where brands once relied heavily on botanical extraction, there is now a shift toward **biosynthetic and fermentation-based** alternatives that reduce environmental strain while increasing potency. These include:



Lab-grown peptides and amino acids for anti-aging and repair



Microbial fermentation to create bioavailable vitamins and actives



Encapsulation technology to deliver ingredients deeper and more precisely



Neuropeptides that communicate directly with skin cells to enhance function

These innovations offer greater control over purity, consistency, and effectiveness, allowing brands to reduce the environmental footprint of ingredient sourcing without compromising performance.

Better Efficacy, Lower Impact

Perhaps most significantly, biotech is helping brands make stronger claims, with smaller environmental cost. Cruelty-free testing methods, bio-identical actives, and next-gen delivery systems mean that skincare can be:



Smarter

(guided by AI diagnostics and predictive models)



Cleaner

(formulated with fewer allergens, contaminants, and pollutants)



More sustainable

(via lab-grown rather than harvested ingredients)



More effective

(through cellular-level delivery and biological alignment)

This scientific grounding also supports regulatory compliance and consumer trust — especially in regions like the EU and APAC, where ingredient transparency and traceability are closely monitored.



Strategic Takeaway: From Innovation to Regeneration

Biotechnology in beauty is not just about novelty — it's about creating regenerative value. For the skin, for the planet, and for the credibility of the industry.

By replacing traditional harvesting with precision-crafted, cruelty-free, and climate-conscious ingredients, biotech is enabling the next wave of product innovation: formulas that are smarter, safer, and future-proofed.

Whether through AI-guided ingredient curation, biosensor-informed personalization, or bio-fermented actives, the brands that lead will be those who embrace science not just as a backend process — but as a core part of how they deliver care, purpose, and performance.

3. Diagnostic Tools and At-Home Devices

If Consumer Behavior Trends explains why shoppers want more guidance, this chapter explores **how technology is meeting that need**.

Personalization has moved from being a nice-to-have to a baseline expectation. Consumers are adopting tools that help them understand their own skin, not just guess. At-home diagnostics are rapidly reshaping how beauty routines begin, evolve, and adapt. These tools are moving from novelty to necessity, providing **real-time data** and **interactive insights** that bridge the gap between professional consultation and daily decision-making.

No longer confined to clinics or retail counters, diagnostic technology is being brought into homes through AI quizzes, AR try-ons, biosensors, and wearable devices — turning the bathroom mirror into a **personalized skincare lab**.



The Next Frontier: Real-Time, Biometric Skincare

While AI quizzes and virtual try-ons have become mainstream, the horizon is expanding toward real-time biometric feedback. Brands are exploring skincare that **responds dynamically** to changing internal and external conditions — from hydration levels to pH and pollution exposure. This reflects a forward-looking area of innovation that continues to evolve within the brand's broader approach.

This vision includes the potential for **at-home skin sensors and wearable diagnostics** that sync with apps or devices to recommend — or even dispense — products based on up-to-the-minute readings. Such tools could transform static routines into **adaptive skincare ecosystems**, where every application is tailored to current needs.



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We are seeing three key layers of integration:



AI-Powered Self-Assessments
(e.g., Tropic Skincare's skincare quiz)



Augmented Reality and Virtual Try-Ons
(helping visualize outcomes before purchase)



Biosensors and Wearables
(feeding live data into adaptive skincare routines)

Together, these tools are not only delivering hyper-personalization — they're making consumers feel **seen, equipped, and in control**.



Strategic Takeaway: The Diagnostic-First Beauty Journey

At-home diagnostic tools are quickly becoming the gateway to deeper engagement and smarter consumption. For consumers, they offer **clarity and customization**; for brands, they open the door to longer lifecycle relationships, rooted in relevance, data, and dialogue.

This evolution signals a move away from static skincare and toward **living systems** — dynamic routines that grow, flex, and respond to the individual. In this new paradigm, diagnostics aren't just the first step — they are the **ongoing interface** between the consumer and their evolving skin needs.

The next phase of beauty tech will extend beyond diagnostics toward **predictive intelligence**, where systems anticipate needs before consumers actively search for solutions. Retailers are increasingly exploring how AI can interpret behavioral signals, environmental conditions, and lifecycle changes to recommend products **proactively rather than reactively**.

4. Regional Retail Perspectives: LATAM, APAC, EU, US

As beauty becomes increasingly **personalized**, **sustainable**, and **wellness-oriented**, the ways in which consumers engage with retail experiences differ across regions. Cultural context, infrastructure maturity, and digital adoption each shape the expression of these global trends. Brands that succeed are those that **listen locally** while **innovating globally** — crafting experiences that respond to regional behaviors, values, and expectations.



LATAM: Scalable Innovation Meets Everyday Relevance

In Latin America, beauty retail is increasingly defined by **accessibility**, **trust**, and **digital inclusion**. **Farmacias del Ahorro** (Fahorro) is transforming pharmacy retail through **AI-powered consultations**, **mobile-first platforms**, and **hyper-local personalization**. Their ability to integrate clinical insight with consumer convenience makes personalized skincare feel attainable, not aspirational.



“AI and data are set to transform beauty in digital pharmacy by personalizing the customer journey in unprecedented ways,”

— **Luis René Andrade Cantú**,
E-Commerce Manager, **Farmacias del ahorro**.



In a region where **economic pragmatism** shapes consumer decisions, **smart personalization at scale** is key. Behavioral data, prescription history, and regional climate factors inform recommendations, while online consultations and loyalty programs build continuity across channels. Retail here is not just omnichannel — it's **health-connected** and **community-centered**.



Digital Inclusion
Mobile-first platforms make skincare guidance widely accessible



AI-Powered Personalization
Clinical data + behavior insights drive relevant recommendations



Health-Connected Retail
Pharmacy networks bridge wellness, healthcare, and beauty



Community Trust
Loyalty and local relevance build stronger, long-term relationships



APAC: High-Tech Touchpoints, Human Connection

Asia-Pacific continues to lead the global beauty tech race — but with a culturally attuned understanding of in-person experience and emotional resonance. In Japan, **MatsukiyoCocokara & Co** captures this balance clearly:



“In the purchase of beauty products, the real experience of being in a physical store is once again gaining importance. Digital experiences should not only replicate store experiences such as virtual makeup and skin diagnosis, but also incorporate elements that can only be done digitally, such as gamification and playfulness, and the presentation of overwhelming information. We believe that we need to increase the things that can only be done digitally.”

— Mr. Nakashima,

Section Chief of Sales Planning Department,
MatsukiyoCocokara & Co



At the same time, **DR's Secret** offers a broader APAC view where beauty-tech and wellness converge. The brand emphasizes **sustainability through precision** — using AI quizzes and product-matching tools to reduce trial-and-error and drive smarter, more sustainable consumption.

Their strategy is future-facing: integrating **real-time diagnostics, biosensors**, and even **hormone-aligned care** into the retail journey — blending science, sustainability, and self-discovery into the customer experience.



United States: Wellness-Conscious, Digitally Fluent, Purpose-Driven

American beauty buyers are increasingly **mobile-first, behaviorally aware**, and cautious of overconsumption. They demand **ethical sourcing, inclusive marketing**, and seamless **cross-platform engagement**. Brands that offer **interactive diagnostics**, simplified routines, and **educational transparency** — especially with **credible expert input** — are gaining long-term traction.

Social media continues to shape purchase intent, but it's no longer about aesthetics alone. The American consumer wants **substance** behind the feed — **proof, performance, and purpose**.





Europe & the UK: Education, Transparency, and Sustainable Loyalty

Across Europe, beauty consumers are no longer browsing aimlessly — they're seeking products that **align with their values, simplify their routines, and speak directly to their needs**. In 2026, emotional connection and clear purpose are driving long-term brand relationships, especially in markets like the UK, where **ethical sourcing, transparency, and science-backed results** matter more than ever.

Tropic Skincare has doubled down on its community-first, responsible approach, with personalization and education at the heart of its growth strategy. From pioneering refillable packaging to empowering over 20,000 Ambassadors across the UK, Tropic Skincare is redefining how a modern DTC brand can scale sustainably without losing its soul.



"It's important to our Founder & CEO, Susie Ma, that we don't gatekeep sustainable innovations and practices... We'd love other brands to get in touch to learn from our research. It requires collective action for us to make the changes needed in the beauty industry."

— **Emily Mitchell**, Marketing Director,
Tropic Skincare.



In 2026, personalization isn't a trend for Tropic Skincare — it's a **necessity**. Consumers expect relevance, value, and proof of performance.



"Personalisation continues to be a huge focus for us... it's vital that we offer our community content and recommendations that connect directly with them."

— **Emily Mitchell**, Marketing Director,
Tropic Skincare.



Product innovation reflects that intent: their Hydrating Cleanser Gelée sold out in two weeks (one unit every 45 seconds), while their Skincare Discovery Kit for hydration saw **+19% YoY growth**. Simultaneously, their hybrid makeup-skincare offerings, like the Lip Silk Plumping Ceramide Serum, cater to the growing demand for multitasking formulas that deliver both function and flair.





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The Inkey List understands that today's consumers want more than products — they want knowledge, clarity, and confidence. That's why the brand is investing in education-first experiences, powered by AI and real consumer insights, to help users make smarter choices for their skin.

“The skincare market being inundated with new products & ingredients has left the consumer feeling overwhelmed... This has driven the need for simplified, efficient routines.”

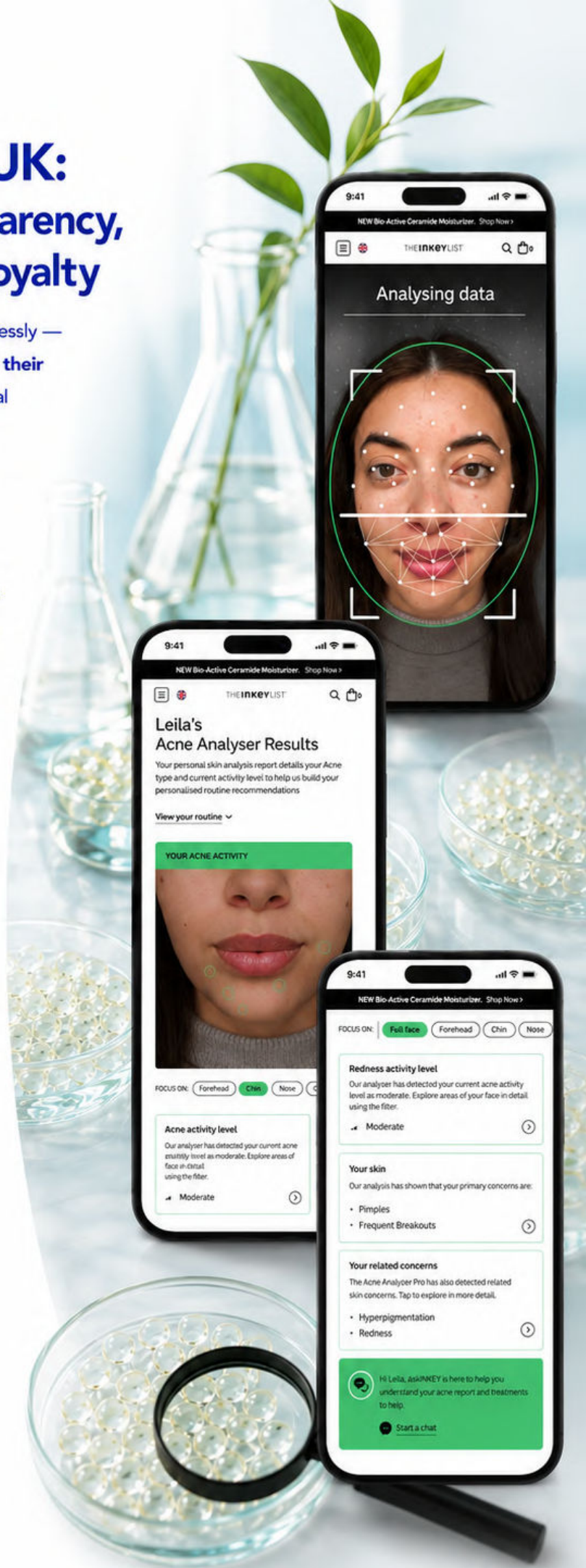
— **Fatimah Khan**, Senior Consumer Insights Analyst, **The Inkey List**.

Their answer? Smart, multi-functional products and cross-category innovation — backed by science but delivered simply. And it's not just what's on the shelf — it's how consumers interact with the brand across their journey.

“Consumers are engaging with brands throughout their lifecycle — from social media to skin analysis to repurchase... Omnichannel experiences are no longer a 'nice-to-have'; they're essential.”

— **Fatimah Khan**, Senior Consumer Insights Analyst, **The Inkey List**.

In the UK and broader European market, the standout beauty brands are those who can translate purpose into experience — from product to packaging to people. **The Inkey List** delivers clarity and expertise at scale. In both cases, authenticity and simplicity drive trust.





Strategic Takeaway: Global Innovation, Local Execution

From **Fahorro’s** pharmacy-powered personalization in LATAM to **Matsukiyo’s** gamified discovery hubs in APAC, and from **Tropic Skincare’s** circular packaging systems to **AI integration** — retail across the world is evolving, but in regionally specific ways.



Region	Key Retail Themes
 LATAM	 Affordable personalization, AI + pharmacy integration, health-centric loyalty
 APAC	 In-store gamification, high-tech diagnostics, wellness-tech hybridization
 Europe (UK)	 Ingredient transparency, sustainability, expert education at scale
 US	 Digital-first wellness, values-driven storytelling, emotional personalization



What unifies these strategies is a **shared commitment** to customer-centric retail — experiences that are not just transactional, but **transformational**. Beauty, wherever it’s sold, is now about **relationship-building, guided empowerment, and long-term trust**.



Customer-
centric retail



Not just
transactional,
but transformational



Relationship-
building &
guided empowerment



Long-term
trust