



## INGREDIENT INNOVATIONS

### What's Resonating with Buyers

Sexy new ingredients are causing a firestorm of demand among beauty consumers who expect better product efficacy with each new discovery. From adaptogens to willow bark, consumers are primed to try trending ingredients in her cosmetics, while maintaining a hold on her tried and true ingredient favorites. Today's infographic looks at ingredients she seeks in her products now, which ones she wants to explore next, and what she expects from brands that tout a new ingredient story. *Look for an upcoming infographic all about the consumer's relationship with retinol.*

**95%** of beauty consumers look for beauty products with specific ingredients to address their top concerns.

**Loyalty to a specific ingredient is borne from efficacy, habit, emotional association or sensorial trigger:**

- **32%** use products with specific ingredients out of habit
- **11%** use a product because her mom/grandmother used it
- **10%** have an emotional connection to a product/brand that uses a specific ingredient

Lavender, Oil of Olay, Ponds, rose scents, astringents (i.e. Noxzema) and cocoa butter were the most commonly mentioned scents that evoke a memory or emotional connection to a product



**Why she'll try new ingredients:**

- **81%** might find something better for unique skincare needs
- **58%** new ingredients may be better multi-taskers
- **31%** new innovation means the product works better than what is already on the market



**Her expectations when brands incorporate new ingredients into products:**

- **86%** benefits listed on the packaging
- **77%** study results shown
- **70%** product reviews/safety statements easily findable

**Hip & Trendy or Tried & True?**

- **69%** look for both tried and true and new trendy ingredients in beauty products
- **22%** are tried and true loyalists, looking only for ingredients that have been mainstays in the past 20 years
- **8%** only look for what's new and trendy



**Recent innovations can combat some of the "newer concerns" among beauty consumers. Top new concerns:**

1. Protecting/fortifying the skin barrier (i.e., over-drying due to hand washing or hand sanitizer)
2. Avoiding environmental/pollution damage
3. Protecting your individual microbiome

**Top 5 ranked concerns she hopes to address with powerful ingredients:**

1. Dark areas under eyes
2. Fine lines and wrinkles
3. Acne/breakouts
4. Uneven skin tone/hyperpigmentation
5. Firming the skin



**Benchmarking Current Use of Tried & True (2021 vs. 2018)**

Ingredient	% using in 2021	% found appealing in 2018
Antioxidants	<b>55%</b>	<b>50%</b>
Aloe Vera	<b>55%</b>	<b>76%</b>
Argan Oil	<b>47%</b>	<b>61%</b>
Cocoa Butter	<b>44%</b>	<b>56%</b>
Tea Tree Oil	<b>43%</b>	<b>57%</b>
Coconut Oil/Essence	<b>41%</b>	<b>61%</b>
Honey	<b>34%</b>	<b>57%</b>

**Vitamins are not just for ingesting – she wants to use them topically too!**

Ingredient	Currently Buy Skincare products with this Vitamin	Don't use, but would like to
Vitamin A	<b>55%</b>	<b>26%</b>
Vitamin B	<b>36%</b>	<b>41%</b>
Vitamin C	<b>63%</b>	<b>23%</b>
Vitamin D	<b>33%</b>	<b>47%</b>
Vitamin E	<b>48%</b>	<b>32%</b>
Vitamin K	<b>14%</b>	<b>49%</b>

**BRAND OPPORTUNITY**

## FAMILIARITY WITH NEW INGREDIENTS

**More than 75% of the respondents were familiar with these products**

- **Charcoal**
- **Avocado Oil**
- **Caffeine**
- **CBD**
- **Hyaluronic Acid**

**Between 25% -49% of the respondents were familiar with these products**

- **Beet**
- **Cactus**
- **Mushroom**
- **Niacinamide**
- **Marine collagen**
- **Pre/pro/postbiotics**
- **Copper**
- **Spirulina**
- **Arnica**
- **Squalene**

**Between 50% -74% of the respondents were familiar with these products**

- **Clay**
- **Lemon**
- **Glycolic Acid**
- **Oat milk**
- **Grapeseed oil**
- **Retinol alternative**

**Less than 25% of respondents were familiar with these ingredients**

- **Iron oxide**
- **Polyhydroxy Acids**
- **Bakuchiol**
- **Adaptogens**
- **Willow Herb**
- **Cica**
- **Mandelic Acid**
- **Sea Plasma**
- **Succinic Acid**
- **Centella Asiatica**
- **Kakadu plum**
- **Astaxanthin**



**Top 10 "trendy" ingredients she's using in products now:**

1. Hyaluronic Acid
2. Charcoal
3. Clay
4. Glycolic Acid
5. Caffeine
6. CBD
7. Avocado Oil
8. Retinol alternative
9. Niacinamide
10. Lemon



**Top 10 trendy ingredients she'd like to try, if not using now:**

1. Avocado Oil
2. CBD
3. Oat Milk
4. Caffeine
5. Grapeseed oil
6. Lemon
7. Cactus
8. Beet
9. Mushroom
10. Charcoal

**These less known ingredients boast high numbers when it comes to women wanting to give them a try. (% those who want to try among those familiar with the ingredient)**

- Sea plasma (**66%**)
- Spirulina (**62%**)
- Bakuchiol (**61%**)
- Marine collagen (**61%**)
- Mandelic Acid (**61%**)
- Copper (**59%**)
- Kakadu plum (**59%**)
- Adaptogens (**58%**)
- Willow herb (**58%**)
- Polyhydroxy Acids (**56%**)

**Squalane vs. Squalene**

**54%** of those familiar with squalene know it is derived from shark liver or plants

**75%** would research the source before purchasing

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit [benchmarkingcompany.com](https://benchmarkingcompany.com) or [info@benchmarkingcompany.com](mailto:info@benchmarkingcompany.com) for information on Beauty/Personal Care Product Testing and specialized consumer research.