



## Highlights

- Beauty products were hit hard by the Covid-19 pandemic in 2020. This issue highlights that the pandemic's impact does not mean sustainability in beauty is off the agenda.
- The potential resurgence of Sustainable Beauty products can be achieved by “Improving the Trust with Transparency,” “Advancement in Technology,” and “Working together to make things better.”
- EMB recommends another key aspect of sustainable beauty is through technology by venturing into Artificial Intelligence (AI) in the future.

## Sustainable Beauty: Building Trust After the Pandemic



**“Now more than ever, consumers want brands to be upfront and open about their practices; otherwise, they will seek out other authorities who they feel are more truthful”**

### Improve Trust with Transparency

Consumers will continue to question brands and hold them accountable as they seek more control over their lives after recent events.

Be open about sourcing, simplify traceability and go beyond what is necessary to build lasting consumer trust.

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## Carbon Negativity for a Positive Impact

With environmental concerns leading to the ban of microbeads and certain sunscreen chemicals, brands must stay a few steps ahead of legislation.

BrewDog is working with Mike Berners-Lee on its plans for carbon negativity, including a biodiverse forest, which will be one of the largest native woodlands created in the UK for many years.



LUSH makes CO2 negative containers from cork

## Use Certifications as Signposts

Trying to navigate a world of vague regulation is difficult for consumers, and accreditation can help to influence their purchase decisions.



Base: India, South Africa, Mexico: 1,000 internet users aged 18+ in each market  
Source: Dynata/Mintel; Lightspeed/Mintel; Offerwise/Mintel

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## Advance with Technology

Science has developed a cold, fearful image. But as front-line health staff and researchers become the heroes of the pandemic, there is an opportunity to reframe.

Show the potential of biotech to improve our environment and enhance products.

## Feed the World, No Matter the Climate

Seawater Greenhouse's technology utilizes the cooling and humidifying power of water vapor produced from evaporating saltwater to grow crops in desert areas.

By modeling performance in different climates, it can help to tweak the design of each greenhouse to improve efficiency and output.

## Regenerative Farming that Saves Soil

Vertical and aeroponic farming require less land mass and cultivation/attention. Clariant and Plant Advanced Technologies are working together to extract actives with minimal disruption to the plant's ability to regenerate.

Indoor production conditions are perfect for the needs of root plants like ginseng and mulberry, and research results show increased potency of extracts, meaning stronger results for consumers.



**Clariant's Prenylium is obtained from aeroponic mulberry root**

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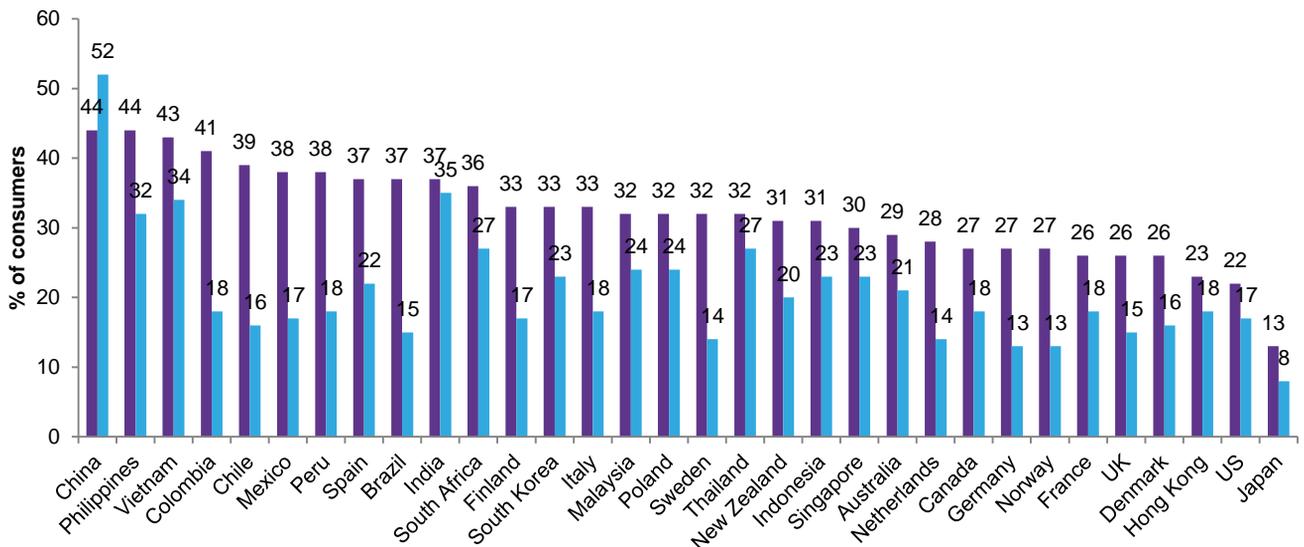
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## 'Lab-grown' Can be the Next 'Organic'

Consumer comfort with biotechnology is increasing. Beauty brands that create 'engineered natural ingredients' can address issues related to unsustainable natural materials.

Global: interest in Beauty and Personal Care product attributes, by select markets, December 2019



Base: 1,000 internet users aged 18+ in each market; Brazil, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Spain, Sweden, UK: 1,000 internet users aged 16+ in each market  
Source: Lightspeed/Mintel; Dynata/Mintel; Rakuten Insight/Mintel; KuRunData/Mintel; Offerwise/Mintel

## Highlight nature-identical benefits

While lab-developed ingredients should have appeal, nature is still considered the safest option for many beauty consumers. Manufacturers should overcome consumers' current apprehension by promoting nature-identical ingredients.

Consumers will then be primed for tweaks that improve on these ingredients. In a future where natural resources have been depleted, 42% of consumers in Saudi Arabia say they would buy products containing scientifically modified natural ingredients.

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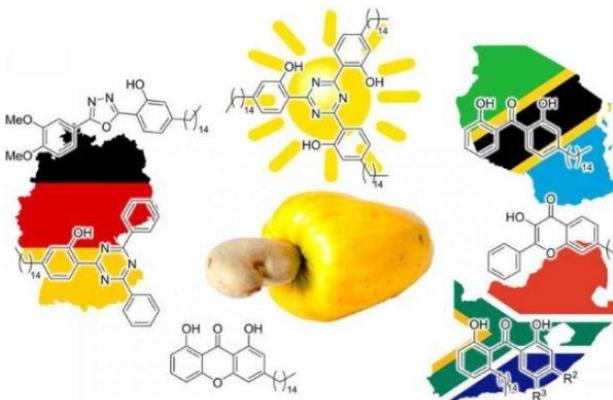
## Work Together to Make Things Better

Consider funding academic research to stay ahead of the pack, think outside of the usual supply chain or expand your network through AI.

### Improve trust through academic partners

Upcycling is a simple solution to reduce carbon footprint, and 44% of US consumers would buy Beauty and Personal Care products made from organic waste from other industries.

Actives synthesized from cashew nut shell liquid through xylochemistry can absorb Ultraviolet A (UVA) and Ultraviolet B (UVB) radiation. The University of Adelaide will lead the Alternative Procedure for Dispute Resolution Act (APDRA) consortium in developing the commercial production of active ingredients from crop waste (e.g. anthocyanin antioxidants from apples).



Universities in Germany, Malawi and Tanzania research cashew shells

## From Farm to Table...to Face

Squeeze every last drop of usefulness from natural ingredients by using waste from the food industry. This brings down the cost of goods, as well as making a good story.

### Vegetable oil

Further, soaps and lotions are derived from locally sourced depleted vegetable oil, refined into biofuel, and then converted into glycerin-based products.



Vegetable Oil Lotion

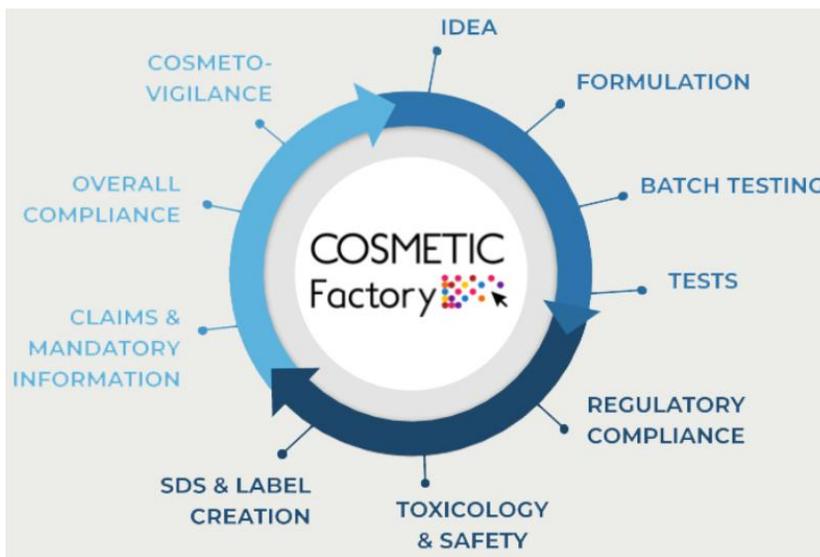
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## AI can foster industry connections

While validating formulas and claims, new AI platforms create a database of the most compliant sustainable ingredients for potential manufacturing partnerships.



Ecomundo will constantly test the regulatory compliance of new and existing formulas

## DTI –EMB recommends

Philippine Beauty and Personal Care companies need to focus on building consumer trust after the pandemic.

Companies should be open about sourcing, simplifying traceability, and going beyond what is necessary to build lasting consumer trust.

Assistance from experts is highly needed and advancement in technology would help Filipino companies to earn consumer trust again.



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**Export Marketing Bureau**  
G/F and 2/F DTI International Bldg.  
375 Sen. Gil Puyat Avenue  
Makati City 1200, Philippines  
Tel. No.: (632) 8465.3300  
Fax No.: (632) 8899.0111  
<http://www.dti.gov.ph/exports/>  
<http://tradeline.dti.gov.ph/>



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