



Future Forward 2025

Accupac's Annual Beauty & Personal Care Trend Report

Letter From The Editor

Welcome to 2025!

As we step into 2025, the Beauty and Personal Care industry is embracing a transformative shift, focusing on holistic well-being, sustainability, and progress over perfection. Accupac's 2025 Trend Report highlights key trends reflecting a growing desire for healthier, longer, and happier lives. Consumers are seeking personalized products that cater to their unique needs, offering more than just basic results. Sustainability is also at the forefront, with shoppers prioritizing eco-friendly and ethically sourced brands that align with their values. This year, beauty is about feeling good inside and out, while supporting businesses that positively impact the planet. The focus on authenticity over flawlessness is redefining beauty standards, fostering confidence, and encouraging deeper connections between consumers and brands.

As an industry leading CDMO, Accupac can help your brand bring these trends to life through a formulation, scale up or manufacturing partnership. For more information, please visit [Accupac.com](https://accupac.com).



Michelle Chavez

Vice President of Innovation

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Future Proof

A Holistic and
Proactive
Approach to
Aging

Future Proof



By 2025, 1 in 6 people worldwide will be 65+*

Anti-Aging And Skinification Converge Into Longevity

The evolution of anti-aging in the beauty and personal care industry marks a significant shift in consumer mindset and product development. Historically, the focus was predominantly on combating visible signs of aging, such as wrinkles and fine lines, often through topical treatments promising quick fixes. However, as consumers have become more health-conscious and more informed, the emphasis has shifted toward a holistic and proactive approach to aging – and the result is a focus on living and looking better for longer. This new positioning prioritizes long-term skin health, overall wellness, and sustainable beauty practices. Products now aim to support the skin's natural processes, enhance cellular health, and incorporate ingredients that promote not just aesthetic improvements but also systemic benefits.

*Mintel: The Future of Facial Skincare – 2024
+ Circana and Peachy

1

67% of Brazilian adults say they take a preventative approach to beauty and skincare*

2

By 2025, more than 1 billion women worldwide will be experiencing menopause, representing 12% of the population**

3

70% of Gen Z use anti-aging serums every day. They are the fastest growing cohort for Botox.+

Future Proof

Consumer Drivers

Consumers are shifting toward proactive, holistic beauty and personal care, focusing on long-term skin health and overall well-being. Younger generations are adopting preventative strategies to maintain youthful vitality through informed, lifestyle-driven choices.

*Mintel: The Future of Facial Skincare – 2024

**Mintel: Ingredient Trends in Beauty & Personal Care – US – 2023

+ Circana and Peachy

Anti-Aging And Skinification Converge Into Longevity



PERSONAL CARE

In 2025, personal care products will focus on preventative care, with multifunctional ingredients like niacinamide and adaptogens, hybrid formats like serum-infused creams, and brands differentiating through unique textures, and a holistic approach to beauty as part of long-term health.



ORAL CARE

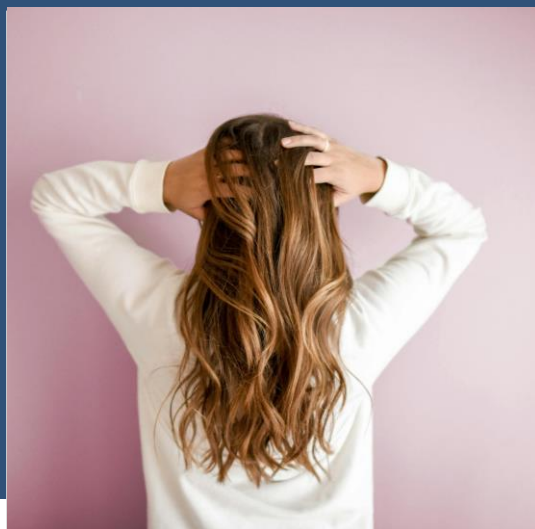
The "skinification" of oral care adapts skincare practices and ingredients, like hyaluronic acid, to focus on repair and prevention. Products such as serums and masks are now common, offering high-performance treatments that promote gum health, hydration, and a more holistic approach to beauty.

2

HAIR CARE

The future of haircare integrates hair and scalp health with longevity, addressing issues like thinning, dryness, and breakage caused by oxidative stress, DNA damage, and hormonal shifts.

Brands innovate with hormone-balancing ingredients, scalp-nourishing serums, and biomimetic ingredients, such as antioxidants, peptides, and amino acids, to protect, repair, and enhance hair strength for long-term vitality.



4





Elevated Efficacy

Science-
Backed
Products
That
Work

Elevated Efficacy



Science-Backed Products That Work

1/3 Of BPC users say they'd be willing to pay more for scientifically-proven/medical grade ingredients*

Advances in biology, medicine & bioengineering will lead to the next generation of beauty products. Products that prepare for, replace, or extend the effects of professional procedures will continue to trend. Consumers more than ever are looking to medical professionals for science-backed products that work better with our bodies, optimize our natural functions, or mimic what we've lost.

We will see an influx of "derma-cosmetic" brands and products. But no longer will consumers accept the harsh side effects like irritation and sensitization that can come with traditional clinical-grade products. Pushed forward by an ever-increasing emphasis on ingredient quality, natural skin care actives are making their way into almost every beauty segment as consumers demand scientifically proven and medical-grade ingredients that are safe, and effective.



1

89% of US consumers research the ingredients in their beauty and personal care products*

2

The global medical aesthetics market is set to hit USD 25.9 billion by 2028 from USD 15.4 billion in 2023, increasing at a CAGR of around 11.0% during the forecast period.**

3

51% of US skincare consumers cite "the product is proven to be effective" as the most important factor when shopping for skincare. +

Elevated Efficacy

Consumer Drivers

Consumers are demanding more effective, science-backed beauty products that align with the body's natural functions, prioritizing safety and effectiveness. The rise of "derma-cosmetic" products reflects a desire for clinical-grade results without harsh side effects.

*Mintel: Ingredient Trends in Beauty & Personal Care - US - 2023

**Markets and Markets Medical Aesthetics Market By Product. <https://www.marketsandmarkets.com/Market-Reports/medical-aesthetics-market-885.html#:~:text=According%20to%20MnM%20experts%2C%20the,11.0%25%20during%20the%20forecast%20period.>

+Mintel: Ingredient Trends in Beauty - US - 2024

Multifunctional Formats With Clinical-Like Results



PERSONAL CARE

The next generation of personal care products will combine bioengineering with gentle formulations for professional results and long-term skin health. Ingredients like bioengineered peptides, ceramides, and fermented actives, along with multifunctional formats and sustainable botanicals, will deliver clinical-grade efficacy without irritation.



SKIN CARE

Skincare is evolving to offer professional results at home, with advanced products featuring potent concentrations of peptides, retinoids, and acids once reserved for clinics. As demand for effective, accessible solutions rises, dermacosmetics and customizable products gain popularity, with ingredients like bakuchiol, ceramides, niacinamide, and tranexamic acid enhancing hydration, brightening, and anti-aging benefits.

HAIR CARE

Innovations in hair care are transforming how consumers enhance hair health, with advanced formulations featuring ingredients like ferments, peptides, and plant stem cells that repair damage, strengthen fibers, and promote growth, while delivery systems ensure deeper penetration and longer-lasting results.

Scalp care has gained attention as key to healthy hair, with products like exfoliators and serums balancing oil and stimulating circulation for healthier, more resilient hair with added treatment benefits.



ORAL CARE

The oral care category is evolving with advanced formulations combining ingredients like hydroxyapatite, PAP, enzymes, and stannous fluoride for gum health and anti-sensitivity, alongside botanicals like green tea, turmeric, and hemp for their anti-inflammatory benefits. These products feature bold flavors and textures, supported by clinical credentials and endorsements from dental influencers and dentist-owned brands, balancing science with natural ingredients.





Ecovolve

Nature
Inspired
Innovation

Ecovolve



By 2025, two thirds
of the world's
population could be
at risk of water
shortages⁺

Nature Inspired Innovation

The more we learn about climate change, the more we understand our ability to impact the future of our planet, as well as the consequences of our actions and in-actions. Launches will focus on protection against our new climate reality. Recycling will expand to a desire for our products to be use-FULL.

Not only will we pay more attention to how companies support eco-initiatives, we will also see more launches harness the power of nature with nature-inspired products that leverage the benefits of the forest and the ocean.

1

69% of consumers say sustainability has become more important to them over the last 2 years, but 1 in 4 believe companies aren't making it easy for them to act this way.*

2

Climate change physically impacts skin health and beauty; from heightened UV radiation to increased pollution and fluctuating humidity levels**

3

67% of US adults at least somewhat agree that large scale initiatives from brands are needed to protect the environment. +

Ecovolve

Consumer Drivers

Consumers are increasingly seeking beauty products that protect against environmental stressors and prioritize sustainability. This includes fully recyclable packaging and nature-inspired ingredients that support eco-initiatives..

*Mintel: Ingredient Trends In Beauty And Personal Care – US – 2022

**Cosmetics Industries: Climate Change, Beauty's Influence and a Sustainable Path Forward – 2024

+Mintel: Ingredient Trends In Beauty– US – 2024

Natural Inspiration With Minimal Waste



1

PERSONAL CARE

The personal care industry is embracing sustainability with ingredients like marine algae and kelp to protect against environmental stressors. Waterless formats, upcycled ingredients, and eco-friendly packaging will reduce waste, while brands focus on transparency and circular design for environmentally responsible solutions.

2

HAIR CARE

Advancements in hair care are revolutionizing how consumers protect and enhance hair health, with products designed to manage climate-related factors like heat, humidity, and extreme weather.

Innovations offering multi-faceted benefits such as UV protection, pollution shielding, and heat defense, along with eco-conscious formulations, help repair damage, strengthen hair, and promote growth while reducing environmental impact.



3

SKIN CARE

The future of skincare will focus on sustainable innovation, with waterless formulations, eco-friendly packaging, and ethical sourcing to reduce environmental impact. Natural ingredients like sea buckthorn and the resurrection plant will offer protection against climate-related threats, prioritizing both skin health and sustainability.

4

ORAL CARE

The sustainability movement in oral care is driving innovation with concentrated formulas, botanical extracts, and biodegradable packaging to reduce water use and carbon footprint. These advancements reflect a broader commitment to environmental stewardship in reshaping the industry.




A woman with dark, curly hair is shown in profile, looking upwards with her eyes closed. She is wearing a white long-sleeved shirt with dark piping on the sleeves. She is standing on a balcony or ledge, with her hands clasped. The background is a city skyline at dusk, with warm lights from buildings and streets creating a bokeh effect. The sky is a deep blue.

Integrative Vitality

Living Well
Is A Lifestyle

Integrative Vitality



Nearly half of US consumers say lack of sleep contributes to their stress*

Health As Our Greatest Asset

Wellbeing will continue to evolve in 2024 with a focus on living happier and healthier, more fulfilling lives, recognizing health as our greatest asset. To innovate against stress, hack sleep and achieve holistic wellbeing, beauty and personal care will continue to explore ingredients that affect mood and have functional benefits.

*Mintel: The Next Normal Of COVID-19 Amplifies Basic Wellness Needs

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1

52% of consumers in the US say they have a hard time relaxing/quieting their mind.*

2

40% of US consumers with worsening skin conditions believe stress and anxiety are the cause**

3

92% of US soap, bath and shower product users believe that taking a bath or shower promotes emotional wellbeing, and 70% of US personal care product users are willing to pay more for products that have mood-boosting qualities.**

Integrative Vitality

Consumer Drivers

Consumers are focusing on wellbeing, seeking beauty products that improve mood and promote holistic health. The "dopamine beauty" trend emphasizes ingredients and fragrances that enhance happiness and align with natural biorhythms.

*Apollo Technical: 10 Statistics On Work-life Balance That May Surprise You

**Mintel: The Future of Facial Skincare – 2024 ++Mintel: The Personal Care Consumer, US

Nurturing Body and Mind

1



PERSONAL CARE

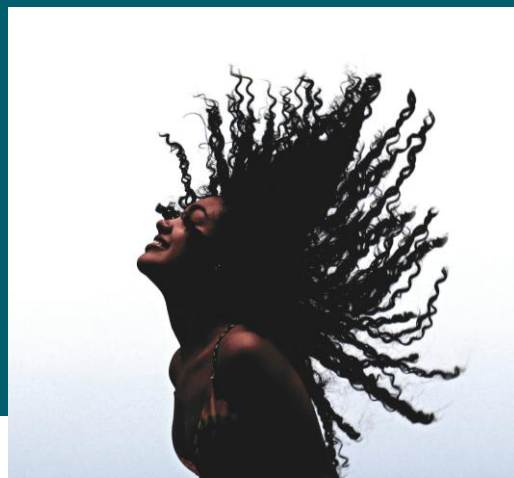
The future of personal care will focus on holistic wellbeing, using ingredients like adaptogens, nootropics, and botanical extracts to enhance mood and reduce stress. Fragrance will play a key role in evoking emotions, while sensory formats and customizable experiences will position products as essential tools for supporting both body and mind.

2

HAIR CARE

Brands will emphasize scientifically validated products that address the mind-skin connection, encouraging consumers to enjoy positive feelings during their shower routines.

By incorporating psychodermatology insights and neurocosmetic ingredients like lavender and ashwagandha, brands can promote the connection between mind and body to support overall health.



3



SKIN CARE

Skincare has evolved from a beauty routine to an integral part of well-being, with rituals promoting mindfulness and stress relief. Neurocosmetic ingredients like adaptogens, CBD, and chamomile are being incorporated for their calming effects, supporting skin health and emotional well-being in a growing self-care movement.

ORAL CARE

The wellbeing beauty trend is expanding into oral care, emphasizing its link to overall health, including heart and brain function. Modern routines now include vitamins, minerals, and ancient solutions like oil pulling, transforming oral care into a luxurious self-care ritual.

4



Let's Create The Future Together

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We Are Makers
Who Make A Difference

Accupac makes the products that move us.

From formulation to manufacturing, Accupac serves the most trusted brands in the beauty and personal care industries with a wide range of cosmetic, over-the-counter and medical devices across skincare, haircare, oral care and healthcare products. Accupac is a global contract development and manufacturing partner. We develop and manufacture cutting-edge products for global CPGs, emerging Indie brands, and everything in between.

Cobalt Labs is the Research & Innovation Department at Accupac focused on new product development and custom innovation with a personalized approach. Our Cobalt Labs team tests new technologies and materials while consistently monitoring consumer and product trends to ensure that we continually deliver the latest in innovation. When you kick off a project with Cobalt Labs, our dedicated team acts as an extension of your brand, supporting you from concept through to commercialization. We know each project is unique, so we offer flexibility through various product development options designed to provide you with best-in-class product solutions and continuous support from lab to launch.

In addition to product formulation, we specialize in raw material and component procurement, QA testing, bulk manufacturing, filling, packaging, and shipping. Our FDA-registered and cGMP facilities have high-volume production capabilities, making us a great fit for large brands with demanding, multichannel supply needs or smaller brands starting to scale. With decades of combined contract manufacturing experience, our expert teams know what it takes to scale to demand while navigating supply chain complexities and ensuring that product launches remain on track. We aren't just your service provider, we are your development and manufacturing partner, building a relationship built on trust, accountability, and results. Learn more about all our capabilities at www.accupac.com/about



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