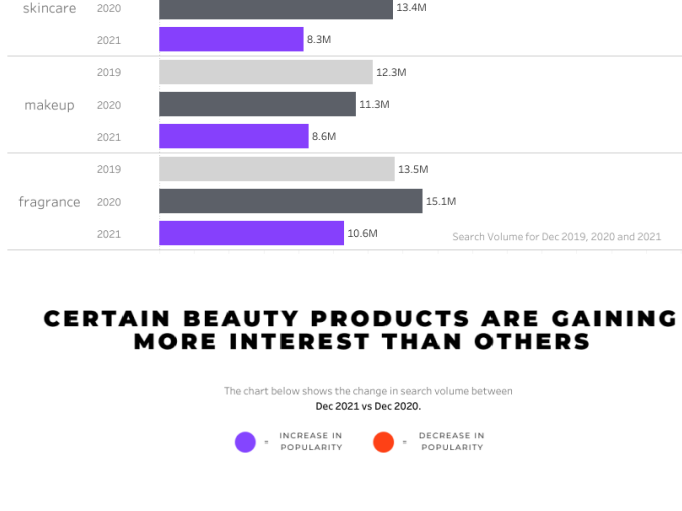


BEAUTY

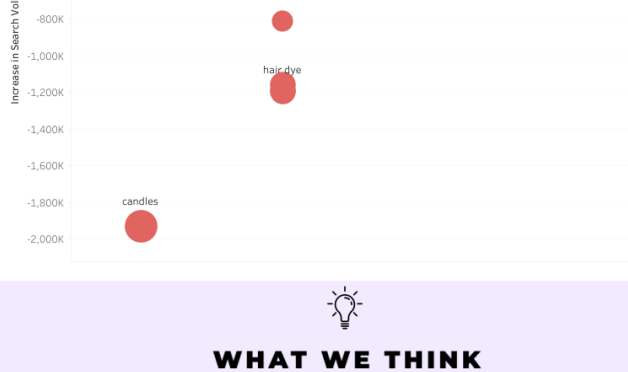


UNCERTAINTY IS IMPACTING BEAUTY SEARCHES, THOUGH CERTAIN CATEGORIES MAINTAIN INTEREST



CERTAIN BEAUTY PRODUCTS ARE GAINING MORE INTEREST THAN OTHERS

The chart below shows the change in search volume between Dec 2021 vs Dec 2020.



WHAT WE THINK

This report reviews search behavior in December 2021, compared to December 2020. As the uncertainty around the economy and new Covid-19 variants persists, we note an overall decline in beauty searches. This said, certain trends are still on the rise, offering a glimmer of hope. Look at those from each category to understand where opportunities lie for 2022 regardless of shaky consumer sentiment overall.

In the hair category, lice-focused and split end products are seeing growth, while a low-maintenance hair favorite, the hair claw, continues to dominate from an accessory standpoint. Rising interest in tanning products across the skincare space reveals the sustained interest in a bronze glow that may be replacing consumers' everyday base makeup application. This is punctuated by a decline in foundation products across the makeup category. When we zoom out and view the makeup category, though, it's faring better than most. Contour products, setting spray products, and lip stain products are all growing, emphasizing a sustained interest in products that sculpt or help makeup stay put. Finally, fragrance fell short of its 2020 performance, but despite declining interest across most trends, consumers still show an appetite for travel-focused fragrance products especially. Dig into each category to understand beauty consumers for an exciting and successful 2022.

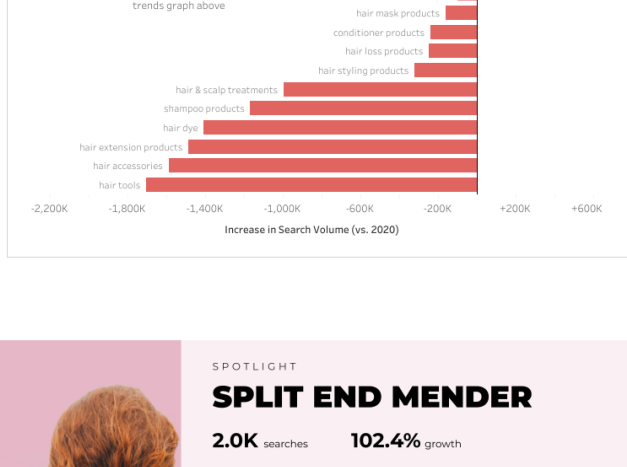
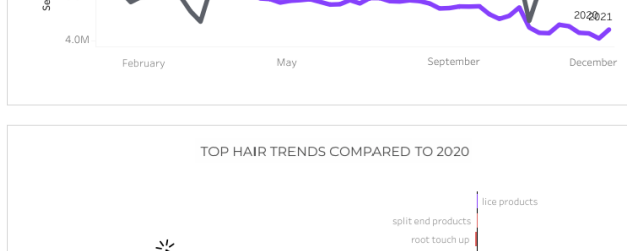
HAIR

Consumer searches for hair products are primarily on the decline. However, we note sustained growth in lice products like lice comb and lice spray and rising interest in split end menders. The latter presents an opportunity for brands in the hair space. As the Omicron variant took hold last month, it's possible that some consumers felt more comfortable using an at-home solution to help with their split ends than going to the salon. Brands should understand what other products could serve as an interim solution for all consumers, whether they're comfortable venturing out to a salon or not.



POPULARITY ANALYSIS

The line graph below shows the search volume of hair categories compared to 2020. The bar graph below shows the change in search volume for hair categories between Dec 2021 and Dec 2020.



SPOTLIGHT

SPLIT END MENDER

2.0K searches **102.4%** growth

Rising interest in split and menders may indicate certain consumers' trepidation around salon visits, thanks to the Omicron variant. This trend is primarily brand-driven, so hair brands should note what Monat, Living Proof, and Bed Head are doing to attract this consumer. How can your brand support both the salon goer and the stay-at-home stylist between appointments from split ends to styling techniques?

NEW CATEGORY

- Split end mender
- Monat split end mender
- Split end mender Monat
- Living proof split end mender
- Best split end mender
- Living proof fresh cut split end mender
- Bed head split end mender

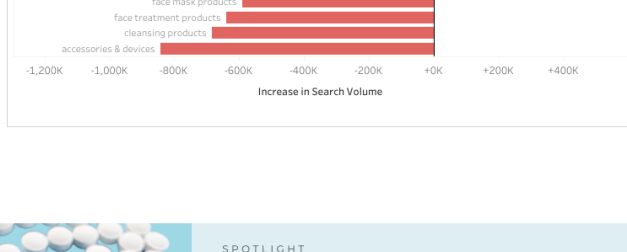
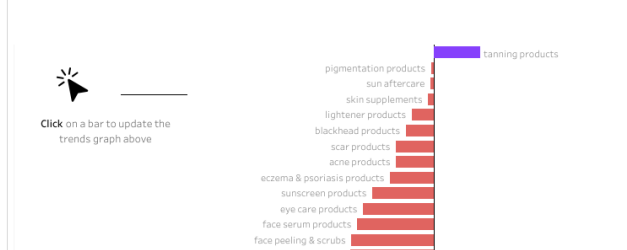
SKINCARE

Skincare searches have seen sustained declining growth over the past few months. Interestingly, though, tanning products continue to rise. Spray tans especially are seeing substantial search volume increases. In addition to pointing toward more ill-gatherings, interest in sunless tanners reveals that consumers may be using tanner as a makeup alternative. This is especially relevant with many complexion products, including foundation and bronzer, declining. Instead of applying a base each morning, makeup wearers are looking to spray tans, tanning waxes, etc. to provide a wash of color that eliminates the need for other products that require daily application. Consider ways your products can help consumers cut down on routine time while giving them the glow they desire.



POPULARITY ANALYSIS

The line graph below shows the search volume of skincare categories compared to 2020. The bar graph below shows the change in search volume for skincare categories between Dec 2021 vs Dec 2020.



SPOTLIGHT

ANTI-AGING SUPPLEMENTS

3.3K searches **29.8%** growth

Consumers are increasingly looking for internal solutions to complement their topical routines when it comes to preventative skincare. Right now, the anti-aging supplement trend is almost entirely consumer-driven, indicating there is an opportunity for a brand to come in and own the space. Brands should consider how skincare supplements can be paired with other concerns like acne to give different consumer groups a convenient way to augment their skincare routine without adding complicated steps.

NEW CATEGORY

- best anti aging supplements
- best supplements for skin and aging
- best anti aging supplements
- best anti aging supplements on the market
- best collagen anti aging supplements
- anti aging supplements for skin
- anti aging nutritional supplements

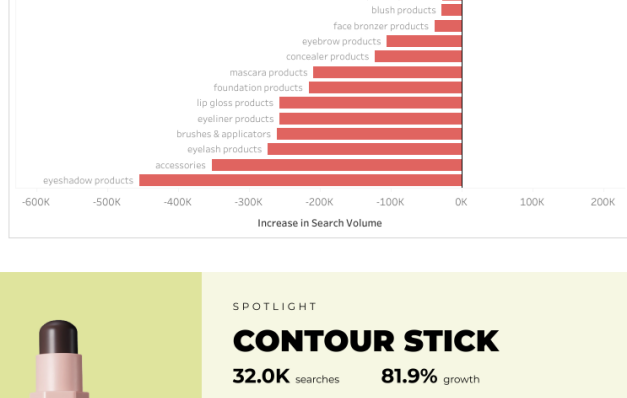
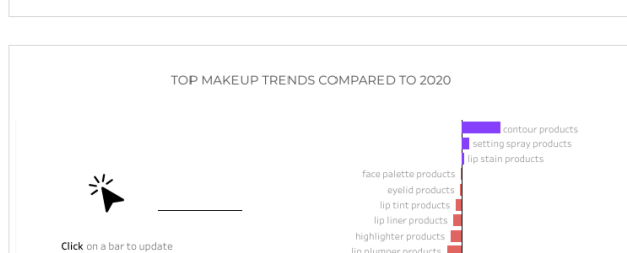
MAKEUP

Within makeup, rising categories include contour products, setting spray products, and lip stain products. While growing contour product interest reveals a desire for an enhanced, sculpted look, searches for setting sprays and lip stains indicate a preference for makeup that stays put, whether on the face or lips. Brands should note the rising interest in contour despite declining interest in foundation products. While a full beat often complimented the contouring of yore, consumers these days prefer a lighter touch over more subtle base makeup (if over any at all). What could this mean for other steps in their makeup routines?



POPULARITY ANALYSIS

The line graph below shows the search volume of makeup categories compared to 2020. The bar graph below shows the change in search volume for makeup categories between Dec 2021 vs Dec 2020.



SPOTLIGHT

CONTOUR STICK

32.0K searches **81.9%** growth

Contour sticks are one of a few contour-related trends on the rise this month. Searches are a mix of consumer and brand-driven, with heavy hitters like Fenty and A'piele coming out on top. While the competition may be stiff, the significant year-over-year growth shows the opportunities within this trend are still growing. Other brands should note of what consumers love about popular contouring sticks and what can be improved. Also, consider how certain contouring hacks are being popularized on social media and how your brand can join in the fun with their own contouring trend.

NEW CATEGORY

- contour stick
- best contour stick
- fenty contour stick
- kleur contour stick
- fenty matcha stick
- nyx contour stick
- best drugstore contour stick

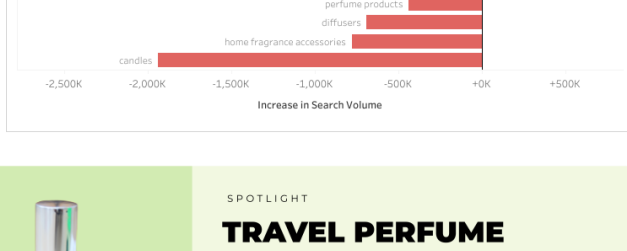
FRAGRANCE

Though perfume has been a beauty bright spot throughout the pandemic, its search performance fell short of standard seasonal expectations this December. Dipping significantly below its 2020 performance, this category may be impacted strongest by increased financial strain on the economy, especially as fragrance is often a pricy item in the consumers' beauty routines. Interestingly, despite the financial strain, consumers are still interested in travel in 2022, as shown by increased interest in travel and portable fragrance products. Consider ways both in and out of the fragrance category that you can help your consumers prepare for their travel plans in the coming months.



POPULARITY ANALYSIS

The line graph below shows the search volume of fragrance categories compared to 2020. The bar graph below shows the change in search volume for fragrance categories between Dec 2021 vs Dec 2020.



SPOTLIGHT

TRAVEL PERFUME

5.7K searches **24.2%** growth

With the rising interest in portable and travel fragrance products, fragrance brands have a significant opportunity. Whether consumers are looking to put their favorite perfume in their own travel bottle or purchase a travel size of their favorite scent, brands should pay attention to this rising trend. If you don't offer travel size fragrances yet, consider adding those to your lineup. In addition, brands outside of the fragrance space should consider ways to make their products more travel-friendly for the travel that is likely to come, especially this summer.

NEW CATEGORY

- travel perfume bottle
- travel size perfume
- travel perfume atomizer
- travel size perfume bottle
- channel travel perfume
- channel perfume travel size