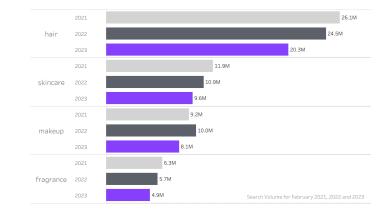
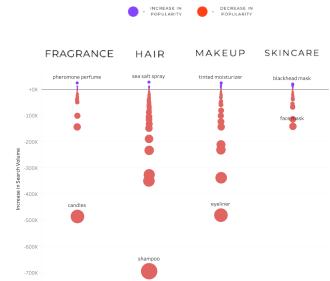
# BEAUTY

MAINTAIN FOCUS ON AREAS
OF GROWTH AS BEAUTY
SEARCHES CONTINUE TO
DECLINE OVERALL.



#### CERTAIN BEAUTY PRODUCTS ARE GAINING MORE INTEREST THAN OTHERS

The chart below shows the change in search volume between February 2023 vs February 2022.



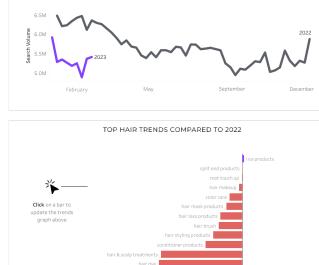


## H<u>A</u>IR

Lice products are the unsexy — but necessary — darling of the hair category as they have been for many months. Consumers are seeking out shampoo, sprays, and combs to tackle this peac. Other categories rising in hair include spit end remover, hair chalk, and hair mascara. Brands should look between the lines of these rising categories and find ways to support this customer with other issue: they may want to solve from home.

#### The line graph below shows the search volume of hair categories compared to 2022. The bar graph below shows the change in search volume for hair categories between February 2023 vs February 2022. HAIR TRENDS COMPARED TO 2022

**POPULARITY ANALYSIS** 



-200K -100K

+0K +100K +200K +300K



Increase in Search Volume (vs. 2022)

-1,000K -900K -800K -700K -600K -500K -400K -300K

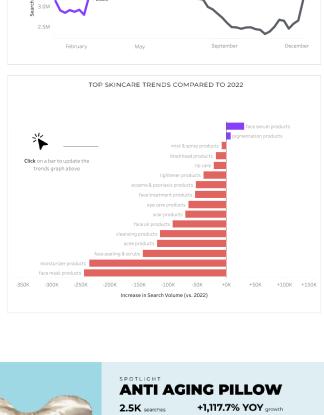
### Consumers are craving glowing, lit-from-within complexions this month. Serum products drive growth, with consumers turning especially to vitamin C serum, niacinamide serum, and brightening serums. This trend — on top of rising interest in pigmentation products — shows how consumers are focusing on event-oned, glowing skin. Skincare brands should place brightening, tone-enhancing products front and center where possible.

POPULARITY ANALYSIS

In graph below shows the search volume of skincare categories compared to
bar graph below shows the change in search volume for skincare categories be
February 2023 vs February 2022.



SKINCARE TRENDS COMPARED TO 2022





#### V 2023

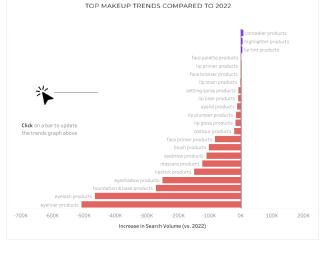
May

Search Volume
NB.2
AM.2
AM.2

POPULARITY ANALYSIS

The line graph below shows the search volume of makeup categories compared to 2022. The bar graph below shows the change in search volume for makeup categories between February 2023 vs February ...

MAKEUP TRENDS COMPARED TO 2022



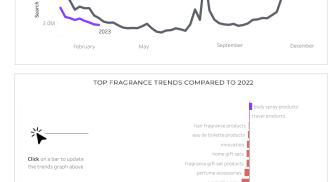


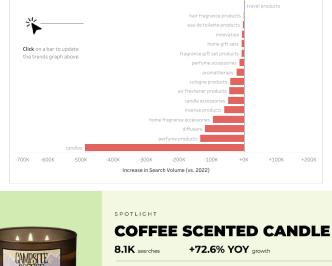
## POPULARITY ANALYSIS The line graph below shows the search volume of fragrance categories compared to 2022. The bar graph below shows the change in search volume for fragrance categories between February 2023 vs. February 2022.

Fragrance growth is currently being driven by body sprays. Travel products — consider portable, mini fragrances — are also trending upward. The rising interest in these two subcategories points to an increasingly cost-conscious consumer who's seeking budget-friendly body mists and travel-sized fragrances compared to full-sized eau de parfums or colognes.



FRAGRANCE TRENDS COMPARED TO 2022





B.IK searches +72.6% YOY growth

Despite declining interest in candles overall, consumers are still craving coffee scented candles to keep things cozy during the winter months. Interestingly, one of the top searches is for a now-discontinued candle from Beth 8 Body Works called Campsite Coffee. Brands in the scent space should consider creating a dupe. Also, fragrance houses should consider the opportunities for this scent in a perfume or cologne.