



SPATE

JANUARY 2022

# 2022 TRENDS REPORT



# THE TOP PREDICTED TRENDS OF 2022

After nearly three years, we can say that Covid has undoubtedly prompted lasting change in the beauty space. Shifts in lifestyle are translating to shifts in product, from the meshing of different categories like makeup and skincare (hello, tinted sunscreen!) to the rise of new hygienic and social media-friendly formats (think patches and sticks). Eye-catching makeup embellishments also see sustained growth as they pop as much on a zoom call or IG post as they do IRL.

In this report, Spate analyzes consumer search data to identify product trends that have gained traction among consumers and will continue to rise in 2022. The goal is to help beauty brands plan for 2022 while staying relevant by meeting consumers where they're at in their beauty journey. Use these trends to guide and support your strategy in the coming months.

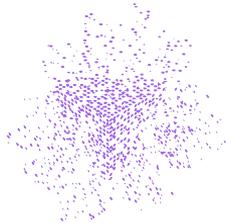
Interested in exploring more trends? [Start your free trial today.](#)

Thank you,

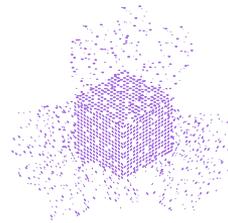
Olivier and Yarden, co-founders of Spate

# METHODOLOGY

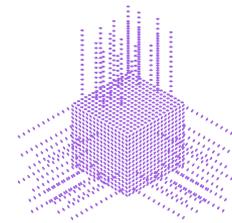
At Spate, we analyze over 20 billion search signals to identify which beauty products are most top of mind for consumers. **Why search data?** Every time a user types a query into the search bar, they are sharing what is top of mind for them — often including concerns, questions, and context they might not share elsewhere. Spate captures billions of queries that project an unbiased lens on *real* consumer behaviors and needs.



+20B beauty related  
search signals in the US



Unsupervised machine  
learning to identify clusters



Trends classification for  
insights and implications

# 2022 PREDICTED TRENDS

Trends per category ranked by predicted growth:

## SKINCARE

Trend	Predicted Growth ↓
hydrocolloid patches	+37.0%
led face mask	+36.7%
cooling globes	+30.8%
face spatula	+30.6%
gua sha stone	+30.1%
sunscreen mist	+28.2%
pimple patch	+25.3%
tretinoin cream	+24.0%
tinted sunscreen	+23.3%
spf tinted moisturizer	+22.8%

## HAIR CARE

Trend	Predicted Growth ↓
hd wig	+42.8%
t part wig	+42.8%
rice water shampoo	+32.3%
hair loss conditioner	+28.7%
scalp serum	+27.3%
root smudge	+25.0%
texturizing powder	+20.9%
u part wig	+19.9%
hair loss shampoo	+18.1%
color depositing conditioner	+17.4%

## MAKEUP

Trend	Predicted Growth ↓
cat eye lashes	+37.0%
graphic eyeliner	+36.7%
colored lash extensions	+31.9%
contour stick	+28.1%
plum lipstick	+26.6%
satin lipstick	+24.8%
white eyeliner	+24.8%
metallic lipstick	+21.2%
face bronzer stick	+17.9%
eyeshadow stick	+14.8%

**Source:** Google Search data, year-over-year growth comparing search volume from 2021 vs predicted search volume for 2022 (US).

# 2022 PREDICTED TRENDS

## SKINCARE

Even into 2022, early pandemic skincare trends continue to grow and change. Some that have demonstrated lasting power include at-home spa tools (ie, led face masks and cooling globes), patches of the hydrocolloid and pimple variety, and SPF. Consumers are also seeking out serious products with proven results like tretinoin cream. Despite attention turning towards topics such as makeup, these predicted skincare trends demonstrate that the new skincare consumer, educated mid-lockdown in a time of isolation, is here to stay.

## HAIR CARE

Overall, hair health is increasingly important to the hair consumer, with an emphasis on concerns around hair loss. Like skincare, the new hair consumer is also educated on ingredients and products that can be used to treat concerns that are top of mind (ie, rice water shampoo and hair loss conditioner). Consumers are seeking to create the appearance of healthy, styled hair with ease whether they're combatting hair loss or not. The 2022 hair consumer is looking for effortless styling that starts with a healthy scalp, and elevates their look with no commitment to any one style.

## MAKEUP

Makeup has the broadest range of rising trends of the three beauty categories. There is a clear desire to stand out and experiment, from pops of color to embellishments — think cat eye lashes, graphic eyeliner, and contour sticks. Top trending styles that didn't make it to the report include eyeliner stickers and eyelid tape. The notable increase in stick formats, from contour to eyeshadow, tells us that the 2022 beauty consumer wants convenient, high color payoff in a single swipe that allows for increased control and maximum creativity.

# 2022 TRENDS SPOTLIGHT



SKIN CARE



HAIR CARE



MAKEUP

# 2022 TRENDS SPOTLIGHT



SKIN CARE



HAIR CARE



MAKEUP



## SKINCARE SPOTLIGHT

# TINTED SUNSCREEN

### STATS:

# +23.3%

PREDICTED 2022  
YEAR-OVER-YEAR GROWTH

### SPATE POV

After a year of skincare education in 2020, interest in sun care grew in 2021, prompting broader interest within the sunscreen category, from formats to benefits. Consumers are seeking multi-purpose SPF products like tinted sunscreen for acne-prone skin. While seasonal in nature, this trend shows promising growth for 2022 as consumers continue to incorporate anti-aging SPF in their beauty routines.

#### HOW BIG IS THIS TREND

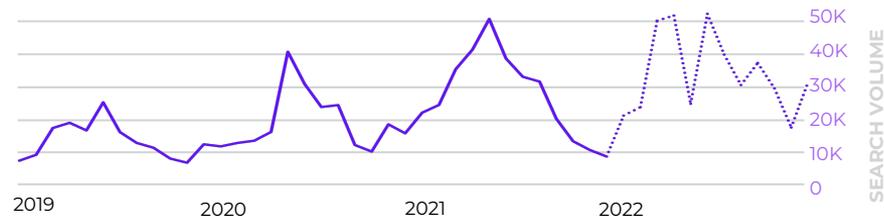
High Volume  
34.5K average monthly searches

#### HOW COMPETITIVE IS THE SPACE?

High Competition  
12.3K average brand searches

#### WHO OWNS THE MARKET SHARE?

Few Market Leaders  
2 market leaders



### RELATED SEARCHES:

Product Format	Search Volume (Average monthly)	Benefit	Search Volume (Average monthly)
lotion	940	hydrating	460
fluid	430	sheer	70
cream	140	protection	70
stick	140	unscented	70
mist	40	water resistant	50

Concern	Search Volume (Average monthly)	Brand	Search Volume (Average monthly)
acne	490	Australian Gold	9.6K
oily	210	Cerave	880
aging	20	La Roche-Posay	720
		Cotz	590

# 2022 TRENDS SPOTLIGHT



SKIN CARE



HAIR CARE



MAKEUP



## HAIR SPOTLIGHT

# HAIR LOSS SHAMPOO

### STATS:

# +18.1%

PREDICTED 2022  
YEAR-OVER-YEAR GROWTH

### SPATE POV

Hair loss-specific products are what's driving search in the hair care category. Consumers are searching with a variety of different benefits and concerns in mind. Provide solutions for a healthy scalp, keeping a health-conscious and ingredient-aware consumer in mind, to prepare for the likely rise of this trend in 2022.

#### HOW BIG IS THIS TREND

Very High Volume  
164.1K average monthly searches

#### HOW COMPETITIVE IS THE SPACE?

High Competition  
8.4K average brand searches

#### WHO OWNS THE MARKET SHARE?

Few Market Leaders  
6 market leaders



### RELATED SEARCHES:

Ingredient	Search Volume (Average monthly)	Brand	Search Volume (Average monthly)
minoxidil	4.2K	hims	2.8K
ketoconazole	1.9K	naturelle	1.1K
argan oil	980	tresemme	530
keratin	680	kerastase	370

Benefit	Search Volume (Average monthly)	Concern	Search Volume (Average monthly)
anti [breakage, loss]	11.9K	thinning	40.3K
dermatologist recommended	4.5K	breakage	6.9K
control	2.3K	dandruff	2.3K
prevention	730	postpartum	1.8K
		itchy	1.1K

# 2022 TRENDS SPOTLIGHT



SKIN CARE



HAIR CARE



MAKEUP



## MAKEUP SPOTLIGHT

# CAT EYE LASHES

### STATS:

# +37.0%

PREDICTED 2022  
YEAR-OVER-YEAR GROWTH

### SPATE POV

The cat eye lash trend continues to grow steadily as the consumer becomes increasingly comfortable with experimental, creative eye looks. Search shows that consumers are interested in (1) services to achieve this elevated look, and (2) products that allow easy self-application. Provide consumers with the support that they need to create their desired look, keeping different eye shapes in mind.

#### HOW BIG IS THIS TREND

Low Volume

5.8K average monthly searches

#### HOW COMPETITIVE IS THE SPACE?

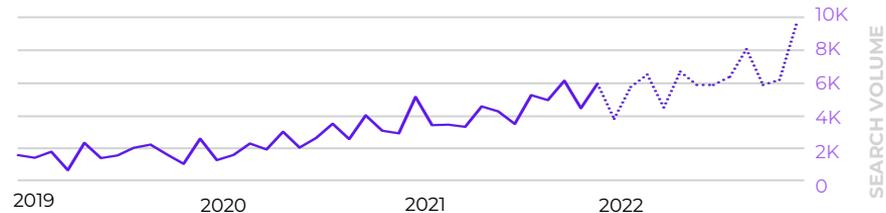
Very Low Competition

40.0 average brand searches

#### WHO OWNS THE MARKET SHARE?

No Market Leaders

2 market leaders



### RELATED SEARCHES:

Benefit	Search Volume (Average monthly)
hybrid	260
volume	160
magnetic	70
best	50

Look	Search Volume (Average monthly)
wispy	110
natural	90
reverse	20

Brand	Search Volume (Average monthly)
Ardell	20
Lilly Lashes	20

Eye Shape	Search Volume (Average monthly)
hooded eyes	90

# SPATE POV

At the start of each new year, we love to look ahead at all of the possibilities in beauty. This year, there are many to be excited about. As you explore the data, consider what each rising trend means for your consumer and how you can strategize to best serve them throughout 2022 and beyond.

**Concerns are driving consumer interest beyond skincare.** Consumers used their time at home to learn more about their beauty concerns, from hair loss to skin damage. As they exit quarantine, hair loss products maintain growing interest. Similarly, consumers are seeking spf across a variety of products including makeup. Although skincare is less top of mind than it was in 2020, the well-researched skincare consumer is bringing their education and research-driven perspective to other categories, including hair and makeup. Continue to watch these promising spaces to understand where else consumers might like to incorporate these benefits in their routines (ie, hair loss styling products or foundation with spf).

**Give room for experimentation and play.** In makeup especially, consumers are becoming more comfortable with experimental products and services. With cat eye lashes as the perfect example, consumers are ready to apply themselves or let someone else give them funky new lash extensions for a vampy everyday look. Offer your customers a way to achieve their favorite look at home or provide them with after-care solutions for their favorite services.

**Glam is mixing with practical.** Today's consumer doesn't want to sacrifice practicality to look good. As hydrocolloid patches continue to rise, so do contour sticks and metallic lipstick. Watch how consumers are marrying trends to produce an overall look or routine that is functional and fabulous. Use these insights across your marketing and development strategy to show consumers you're listening to their needs.

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the next big trend.

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