

THE GREAT TREND BLEND

Holistic Beauty



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The convergence of beauty and wellness was one of the most significant trends the beauty industry saw in 2024. Consumers increasingly prioritize internal and external health and well-being, leading many beauty brands to expand into adjacent categories like supplements, functional beverages, personal health, and candles. If these adjacent categories are incorporated, the full market view of beauty and wellness will be \$140.7 billion, which will expand the beauty category by 45%, according to NIQ.

- Cristina Montemayor, Beauty Matter



What We’re Watching

In today’s dynamic CPG market, staying ahead means understanding the evolving landscape of consumer preferences.

Exploring the intersection of key macro trends allows us to uncover new consumer insights, spotlight emerging product trends, and identify the critical implications for their packaging.

This multi-part series investigates the unique convergence of consumer product categories as a result of the continued interest in wellness. In this report, we focus on the intersection of nutraceuticals and beauty.



What Does This Mean for Brands and Packaging?

For many, beauty has evolved from a simple routine into a soothing daily ritual, with Gen Z and millennials especially drawn to experiences that spark joy and foster a sense of connection.

As priorities shift from algorithmic trends to a celebration of personal style and creativity, consumers are looking for inclusive beauty products to express their unique identity.

Packaging is becoming an even more important part of brand equity as it drives greater personalization through unique visual design, fonts, colors, and shapes.



Opportunity for Brands
Focus on hyper-personalization and consider ways to help consumers celebrate and/or streamline their routines.

Opportunity for Packaging
Functional packaging that exceeds expectations can influence consumer trust and purchasing decisions.

DID YOU KNOW
According to Circana, Gen X is an increasingly influential beauty shopper, with spending growing faster than any other generation—and buying habits that align more closely with Gen Z and Millennials when it comes to skincare and fragrances.

The brands listed in this report belong to their respective owners and are included for research purposes only. Their inclusion does not suggest any affiliation or endorsement.

Images: Seaweed Bath Co., Proactiv, Dermalogica

Consumer Macro Trends



Apothekary herbal tincture

Consumer focus has shifted from more than what a product can physically do, transitioning perceptions to how it can make them feel.

- Alice Manners, Beauty Matter



Allkinds jelly wash

75% of consumers now expect personalized experiences from beauty brands.

- Gradient



Fine'ry fragrances

Fragrance was the fastest-growing U.S. prestige beauty category in 2024...the fastest-growing mass category based on dollar sales.

- Global Cosmetics Industry



Loop x ULTA

15% of brands are offering refillable products—including at-home refills (11%) and in-store refills (4%)—for more than a third of their range.

- Good On You

Wellness

Total health is increasingly seen as a balance of physical, mental, and emotional wellness—shaping the evolution of personal care rituals. Consumers are seeking hybrid products that offer both functional benefits and moments of relaxation, from skin-clearing cosmetics and scalp-supporting haircare to mood-boosting scents.

These products not only deliver results but also help create calming, everyday routines. With 80% of consumers also using fragrance to enhance their mood, brands are expanding into more household products to help create spa-like experiences at home.

Experience

The continued demand for convenience is driving innovation across the beauty space. While new modalities like biotin hair gummies and collagen beverages make it easier to incorporate beauty-boosting supplements into busy, on-the-go routines, technology is also playing a key role.

With consumers overwhelmed by choice and digital noise, brands are turning to generative AI to simplify decision-making through hyper-personalized targeting, immersive product discovery, and faster innovation across packaging and product development.

Value

Whether focused on efficacy, price point or multifunctionality, choosy shoppers are going to expect more from their products than ever before. From aspirational prestige products to high-end dupes, consumers are demanding real performance, ethical transparency, and emotional resonance from beauty and personal care brands.

As a result, brand loyalty is no longer guaranteed. Consumers are willing to switch if a product doesn't deliver on all fronts. Brands must now earn trust through consistent results, compelling storytelling, and clear values.

Sustainability

As consumer demand for eco-conscious products grows, clean beauty brands expanding upon their definitions of “clean” to include more eco-responsible practices along with health-conscious formulations. Ethical sourcing and cruelty-free ingredients are prioritized as are packaging solutions that reduce waste.

Brands are also adopting initiatives like refillable packaging, mono-materials for improved recyclability, and lifecycle assessments to minimize environmental impact, driven by consumer expectations for transparency and actionable steps toward improved sustainability.

Culture Cues

Quince introduces supplements, fragrance, and caviar



MNML Laundry capsules include ingredients to promote sleep and calm



Goop dupes itself with value line of skincare products “Good Clean Dupe”

Beautification of the outdoors: Shubug daily moisturizing natural insect repellent; Pepin nourishing serum for houseplants



Product and Packaging Implications



HEAD-TO-TOE SKINCARE

Hair and body care products are being infused with skincare ingredients and elevated by beauty-forward packaging design as consumers seeking products that address multifunctional beauty needs.

PRODUCT HIGHLIGHTS

- Scalp serums and vinegar rinses
- Anti-aging body creams with active ingredients
- Hydration boosting and stress-reducing mists

PACKAGING DESIGN CUES

- **Targeted applicators** like droppers and dispensing nozzles
- Large format **airless** packaging
- Ultra fine mists with **continuous sprays**



Act + Acre Scalp Care



Necessaire Vitamin C Body Serum

FUNCTIONAL FRAGRANCE

Fragrance is becoming a go-to tool for emotional balance and sleep support, reflecting a shift toward scents that do more than smell good—they actively support well-being with science-backed effects.

PRODUCT HIGHLIGHTS

- Alcohol-free bases for sensitive skin
- Hair and body mists
- Personalized formats and singular notes designed for layering

PACKAGING DESIGN CUES

- Premium glass with **totemic designs**
- **Slim fine mist sprayers** in translucent PET
- Roller pens, collectible compacts, solid sticks, and tubes



Vyrao perfume for mindfulness and intuition



Rare Beauty Body and Hair Fragrance Mist



Glow Recipe Watermelon Glow Ultra-Fine Mist

Cyklar Perfume Oil



A'ddict Solid Perfume Tube



Emerging Trend 'SKINIFICATION' OF LAUNDRY

Laundry is emerging as the next frontier of beauty as consumers seek fabric care products that both cleanse and support skin health, reduce irritation, and deliver wellness benefits through the materials that touch their bodies every day.

Dr. Barbara Sturm Laundry Detergent



INGESTIBLE BEAUTY

Beauty from within continues to evolve into a more personalized, experiential approach, as demand for holistic health drives innovation in ingredients, delivery systems, and new beauty supplement formats that make wellness more playful and enjoyable.

PRODUCT HIGHLIGHTS

- Gummies and candies infused with vitamin C, biotin, and collagen
- UV and sun care beverage powders and jelly sticks
- Oral vitamin mists for beauty, general health, and sleep

PACKAGING DESIGN CUES

- **Custom packers** and/or closures
- Stick packs, sachets, and gel pouches
- Small format **bag-on-valve** sprayers

SENSORIAL TEXTURES

Products fully engaging all the consumer's senses during application with playful textures or unique thermal sensations that promote skin firmness or enhance active ingredient absorption.

PRODUCT HIGHLIGHTS

- Warming and tingling cream masks
- Cooling and hydrating gels, jellies, and balms
- Dreamy mousse cleaners and sunscreens

PACKAGING DESIGN CUES

- **Asymmetrical** organic shapes
- Balm **sticks** and compacts
- Bag-on-valve **continuous** sprayers

Cell Fusion C ingestible sun protection supplements



Lemme pro-collagen vitamin C lollipops



Setu daily oral sun defense supplement



Educated Mess peptide serum concentrate



Rituals whipped shower foam



Mamonde cloud toner (foam texture)

Email us at marketing@tricorbraun.com to get started on your packaging solution today.

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