

# NUTRICOSMETICS TREND REPORT 2023

ABSTRACT

WRITTEN BY JENNIFER CARLSSON

SPONSORED BY TOSLA D.O.O.



FULL REPORT AVAILABLE ON [MINTOIRO.COM/REPORTS](https://www.minto.ro.com/reports)

# INTRODUCTION

**Nutricosmetics are supplements that give cosmetic benefits. 468 brands are included in this research report.**

When deciding what brands to include the criteria used was that the brand must sell at least one nutricosmetics product.

The report does not limit the inclusion of brands by country, brands from all over the world are included though some regions have a higher representation. The countries with the most brands included are United States, United Kingdom, Australia and France (in falling order).

## Instagram Trends

The ranking of the top lists of nutricosmetics brands trending on Instagram is based on followers, engagement, and growth over time.

Out of the 469 brands included in this report 405 were ranked based on their performance on Instagram. The brands that were excluded either were not actively posting on Instagram or they had less than 1000 followers.

Brands that also sell cosmetic products on average rank higher than any of the other brand types. It seems like it's

easier for brands that sell cosmetics products also to gain traction on social media.

The top 50 brands post on average 25 posts per month compared to all brands on average posting 17 posts per month. (The median sits at about the same number)



## Demand for Vegan Products

There's a steadily growing demand for vegan cosmetics and it's likely this demand will also translate to demand for vegan Nutricosmetics.

Transparency around ingredients will also be important for Nutricosmetics brands to attract Cosmetics Consumers.



## Personalized Products

Personalized nutritional supplements make a lot of sense, and some brands allow you to add beauty benefits to your customized packs or blends.

Many brands allow consumers to take an online quiz that helps them get supplements tailored to their needs and wants.



## Collagen

Collagen supplements is the biggest category within Nutricosmetics. There are many brands that mainly focus on collagen supplements. 47.90% of nutricosmetics products were collagen products. The most common format for collagen products is powder.

There seems to be some obfuscation around what kind of collagen is being used where neither the vegan nor non-vegan options are being clear.

The two most common sources of collagen are bovine (cows) or marine (fish).



## LOGO DESIGN TRENDS

The primary trend for nutricosmetics brands logo design is bold, uppercase, monoline sans serif logos.



We also see a secondary trend of lowercase, high contrast, ultra-bold serif logos.



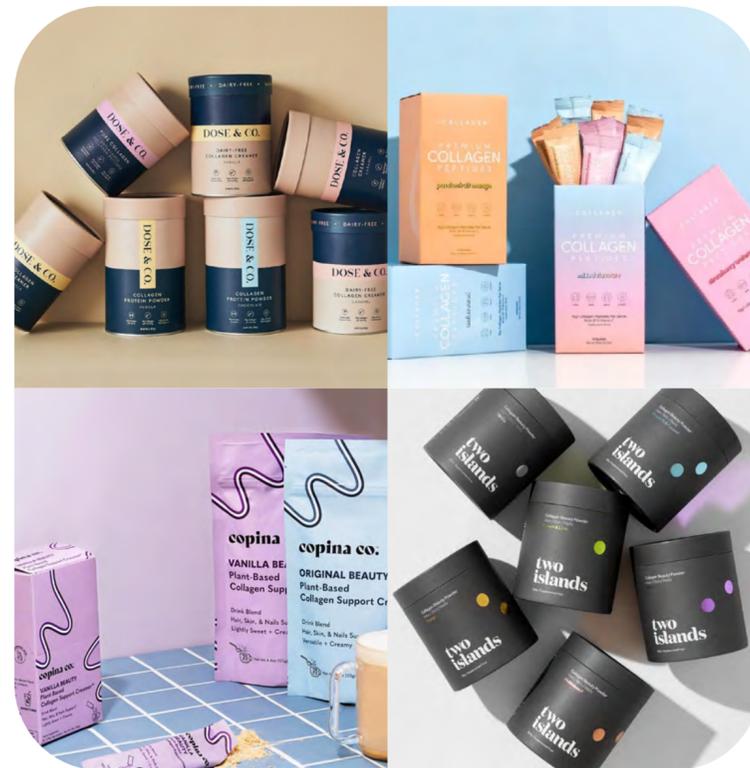
## APOTHECARY LAB

A prominent brand type you can see in the nutricosmetics industry are brands with a style that reminiscent of old apothecary aesthetic. They often use brown glass bottles with minimalist white typography. Brands in this category focus tend to position themselves on an intersection of nature and science. Many brands mention a holistic approach.



## MILLENNIAL MINIMALIST

Packaging for both beauty and wellness brands has become increasingly minimalist over the last years, especially for brands appealing to millennials. The primary packaging style is a monochrome pastel color with simple typography.



## GEN Z POP

To catch the attention of the Gen Z audience many newer brands are going for a modern fun aesthetic that sparks joy. The style features both pastel and bright colors, highly contrasting colors and bold typography makes these brands stand out.



# NUTRICOSMETICS TREND REPORT 2023

## ABSTRACT

WRITTEN BY JENNIFER CARLSSON

SPONSORED BY TOSLA D.O.O.



FULL REPORT AVAILABLE ON [MINTOIRO.COM/REPORTS](https://www.minto.ro.com/reports)