



NUTRICOSMETICS

TREND REPORT 2024 - ABSTRACT

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BEAUTY

POWDER

WELLNESS

HEALTH

CAPSULES

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OTHER



ABSTRACT

Nutricosmetics, an amalgamation of “Nutrition” and “Cosmetics”, is a rapidly growing category that includes ingestible supplements that aim to give cosmetic benefits, like improvements to hair, skin, or nails.

This report provides a multi-faceted analysis of the evolving trends within the global nutricosmetics industry. The report analyses 634 Nutricosmetics Brands from across the globe to surface insights on current trends and map the competitive landscape.

Objectives and Scope

The report aims to analyze trends in visual branding, sustainability, flavor offerings, pricing categories, and social media trends.



Data for this comprehensive study is collated from various public sources. It has a global reach, incorporating data from brands worldwide, targeting a broad audience that includes not just nutricosmetics brands but also investors and other stakeholders.

Sustainability Practices

Sustainability in packaging is increasingly critical in consumer choice and overall market trends, corroborated by multiple studies cited. A significant 77% of consumers find plastic to be environmentally irresponsible, advocating for greener alternatives. Brands that prioritize plastic-free packaging hold a distinct edge, with 30% of the 2K products analyzed for this report using plastic free packaging. Unfortunately, U.S. brands underperform globally in this metric. Furthermore, consumer willingness

to pay a 24% premium for sustainable products indicates a clear business case for sustainable practices. Brands from Canada, Germany, India, and Australia outperform in sustainability measures.

Refills

In line with sustainability, the report examines refill practices, noting its suitability for the nutricosmetics industry, particularly with the wide adoption of subscription models. Brands like April, Lumity, and Prose stand out for their use of plastic free paper pouches as packaging for their refills. While paper pouches exist as an option, their adoption rate is still low, mainly due to moisture concerns. However, plastic pouches, though not ideal, offer a reduced-plastic alternative.



Report Covers

- Design Trends
- Sustainability Practices
- Flavor Trends
- Pricing
- Social Media Trends
- Trending Brand Types



Flavor Trends

Our survey of 1,000 nutricosmetic products indicates a preference for berry and fruit flavors in most categories. In gummies, the flavor options tend to be focused on berry, fruit, or citrus. Most brands do not offer different flavor options for the same products, meaning that to get different flavor options for products with the same benefits consumers need to look at different brands.



In liquid supplements, the trend of berry, fruit, and citrus flavors persists, supplemented by more subtle floral and herbal flavors, often determined by botanical ingredients.

traction. Powder products often come with a range of flavors for the same supplement, which provides consumers with a broader range of options.



The powder category stands apart, where flavors like vanilla and chocolate are more commonly found. Fun flavors such as 'Birthday Cake' also appear to be gaining

Color Trends

Below you can see the most widely used color shades for Nutricosmetics. Instead of looking only at how many products use certain color shades these are the shades used as the main packaging color by most brands.

PURE WHITE	WHITE PEACH	VANILLA
COTTON CANDY	PUMPKIN	CHARCOAL
SUGAR	ESPRESSO	FRENCH LAVENDER
HOT PINK	CRYSTAL ROSE	MARZIPAN GREEN



Primary Logo Trend

The dominant primary logo design trend continues to be the clean sans serif font, in monoline normal to bold weight set in upper-case letters. This is also the primary logo trend for cosmetics in general.

Contrasting Logo Trend

When there are dominant trends there will always be counter trends emerging to stand out from the crowd. The current logo design counter trend is modern serif fonts, with very bold lower-case letter with highly contrasting line weight variation.

Monochrome

By far the most popular style is monochrome packaging with white or black text. This is also the most popular style for cosmetics packaging overall.

Contrasting Colors

Using bright contrasting colors makes these products pop and stand out. You can see examples of brands using just two contrasting colors for a clean and modern look or multiple colors for a fun and playful style.



Millennial Minimalist

The Millennial Minimalist brand type, defined by soft pastel colors and minimalist design, has continued gaining traction within the Nutricosmetics sector over the past year. The majority of brands in this category specialize in powder products like collagen and protein powders. This brand type is performing surprisingly well when it comes to sustainability, with 57% of products having plastic free packaging.

Selfcare & Chill

The Selfcare & Chill brand type, centered on self-care and inclusivity, is expanding its presence in the Nutricosmetics sector. The brands in this category focus on making every day routines easier or more fun, which you can see embodied by the colorful and bold design style. Notably, these nutricosmetics brands are outperforming their beauty brand counterparts in sustainability: 43% of products using plastic-free packaging, compared to just 5% for the beauty brands.

Pop Play

The Pop Play brand type, emblematic of Gen Z sensibilities with its bright, contrasting colors and bold typography, continues to experience steady growth, a trend also noted in last year's report. Predominantly featuring Capsules and Gummies, some brands in this category are also venturing into innovative formats like chews and strips. With a focus on inclusivity, these brands aim to make wellness fun and accessible for all.

Friendly Fun

The Friendly Fun brand type, characterized by cute pastel colors, has seen remarkable growth over the past year, more than doubling its presence. The majority of brands focus on Gummies, a product format that is both cost-effective and popular with its younger target audience. However, this brand type lags in sustainability, with nearly 90% of products using plastic packaging, the worst among all brand types. This reveals a significant market gap, considering Gen Z's strong interest in sustainability.





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This report was created independently by Jennifer Carlson, the Beauty Brand Expert. Jennifer is a Beauty Brands Strategy Consultant and Competitive Market Research Specialist with a Design Background.

Jennifer Carlson is available for consulting, custom reports, and public speaking engagements.

Mintoiro will be releasing regular reports available on our website.

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