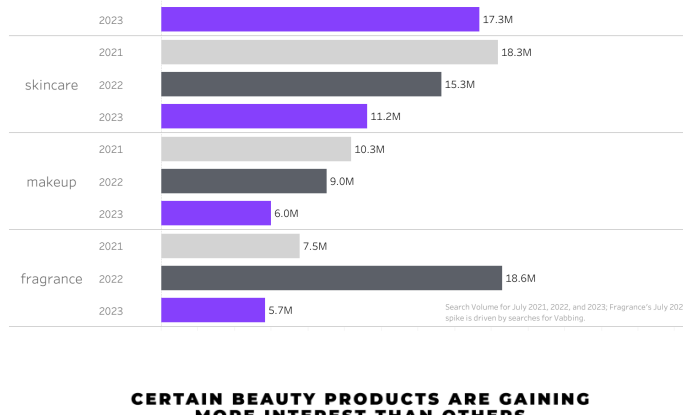


BEAUTY

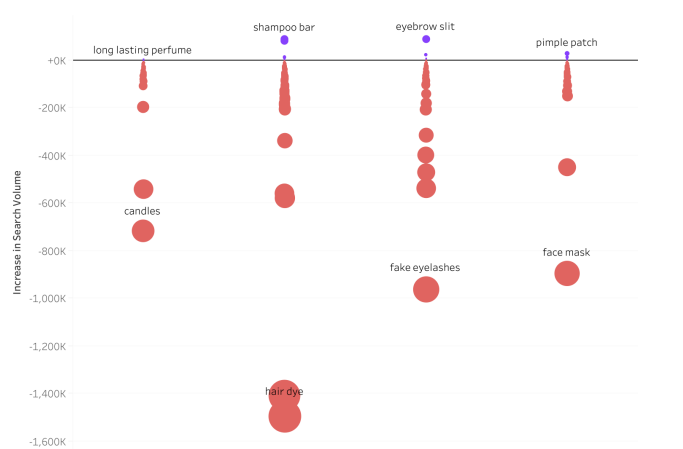


CONSUMER BEAUTY SEARCHES DECLINE IN JULY, LEAVING ROOM FOR IMPROVEMENT IN THE MONTHS AHEAD.



CERTAIN BEAUTY PRODUCTS ARE GAINING MORE INTEREST THAN OTHERS

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



WHAT WE THINK

This report reviews search behavior in July 2023 compared to July 2022.

Across hair, most categories are declining compared to last year, except split end products. Consumers are turning to these helpful money savers in favor of trips to the salon. Though skincare is also declining, a deep dive into the subcategory reveals consumers are still interested in double cleanse systems — an essential tool for removing sweat and sunscreen in the evenings — and pimple patches and niacinamide serums. The makeup category reveals an emerging interest in body makeup products like luminizers and concealers. Finally, fragrance is seeing growth across body sprays, hair fragrance, and portable, travel-friendly products.

Explore each section for a deeper dive into the trends capturing consumer interest in an otherwise slow beauty season.

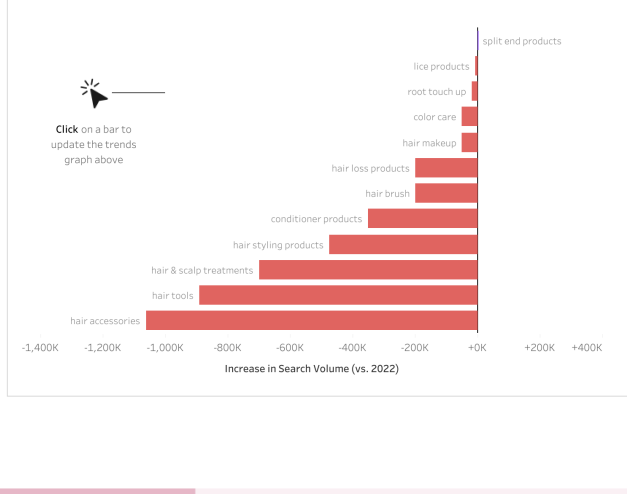
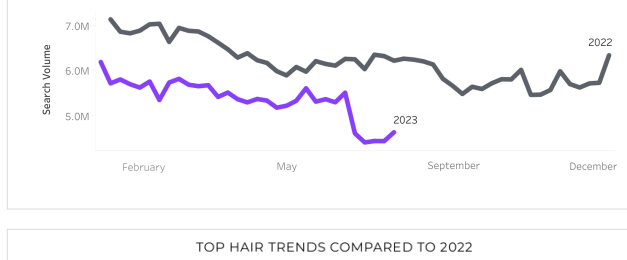
HAIR

The hair category continues as an economic indicator, reminding brands where consumers are skipping to save. Growing interest in double cleanse systems, in particular, points to consumers saving money by skipping a trip to their stylists. Hair search queries are also on the rise, further bolstering this product. Another subcategory to capture interest is hair scrunchies, showing that consumers are putting their hair up and skipping straighter — and more product-heavy — styling routines.



POPULARITY ANALYSIS

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 July 2023 vs July 2022.



SPOTLIGHT

HAIR SCRUNCHIE

493.6K searches +20.0% YOY growth

Scrunchies are a nostalgic favorite seeing increased interest this July. This accessory is perfect for a messy bun or ponytail with minimal damage or snags. As consumers turn to low-maintenance hair accessories, it makes sense that interest in other products will decline in interest. Consumers are prioritizing retailers over brands, though Lululemon appears. The absence of branded searches reveals an opportunity for brands to make scrunchies as merch.

scrunchies
how to make a scrunchie
scrunchies amazon
velvet scrunchies
lululemon scrunchie
scrunchies target
silk scrunchies

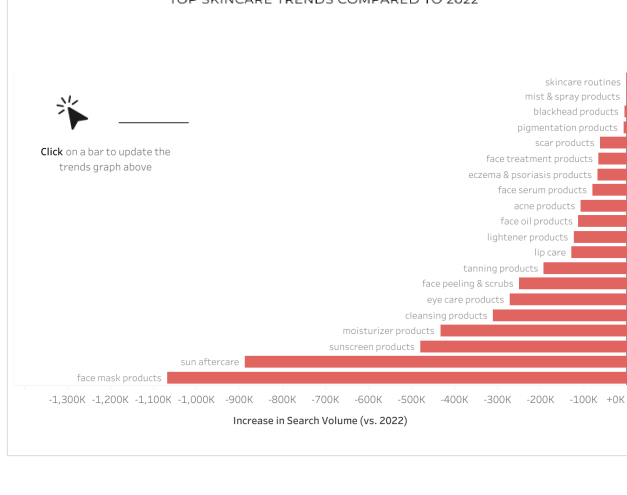
SKINCARE

All skincare categories are declining as compared to July 2022. However, a deeper look into the skincare routines subcategory reveals a growing interest in double cleanse systems. Brands with cleansers in their line-up are seeing momentum. Around consumers how a double cleanse will sweep away dirt, sunscreen, and sweat to make room for efficacious treatment-focused products like rising niacinamide serums in the evening.



POPULARITY ANALYSIS

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



SPOTLIGHT

ALOE VERA CLEANSER

9.9K searches +139.6% YOY growth

During a summer when interest in double cleansing systems are on the rise, growing interest in aloe vera cleanser makes sense. After removing makeup and sunscreen with an oil-based cleanser, aloe vera cleansers — particularly those that foam — will remove any remaining traces to make way for the remainder of consumers' skincare routines. Skincare brands should highlight aloe vera in their cleansing formulas and their popular foaming options based on popular queries for this trend.

aloe facial cleanser
aloe facial cleansing foam
holika holika aloe facial cleansing foam
aloe vera facial cleanser
nature republic aloe vera foam cleanser
aloe facial cleansing foam review
aloe facial cleansing foam review

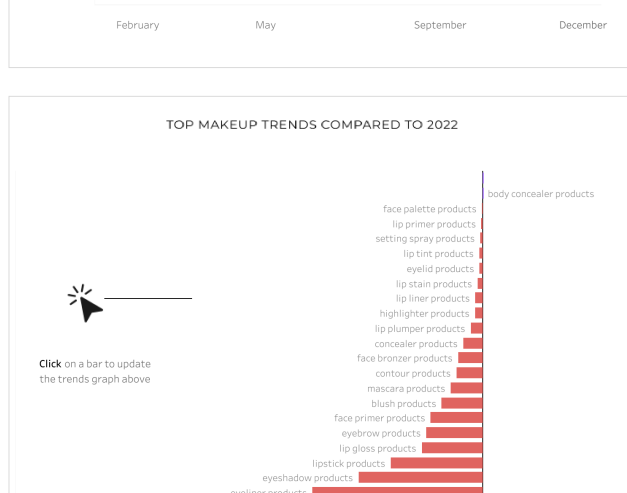
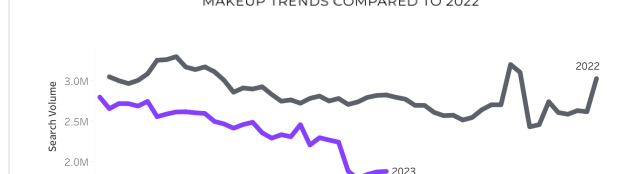
MAKEUP

Makeup is not just for the face, and consumers are proving this with growing interest in body bronzer and concealer products. In particular, they're searching for body luminizers and concealers. This is an opportunity for brands with body makeup products and body care brands to address tone, texture, and radiance below the neck.



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 July 2023 vs July 2022.



SPOTLIGHT

BODY LUMINIZER

1.0K searches +68.3% YOY growth

Top searches for body luminizers reveal consumers are missing the reformulated Beauty Body Luv. Also, consumers are turning to Westmore Beauty for more coverage. Makeup brands should use this growing interest to their advantage and show consumers how to apply makeup products on different areas of the body to achieve a similar effect to those provided by body makeup products.

body luv
westmore body coverage
perfector
westmore beauty body coverage
fenty beauty body luv
#fham body luv

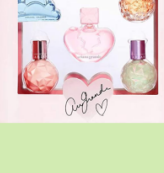
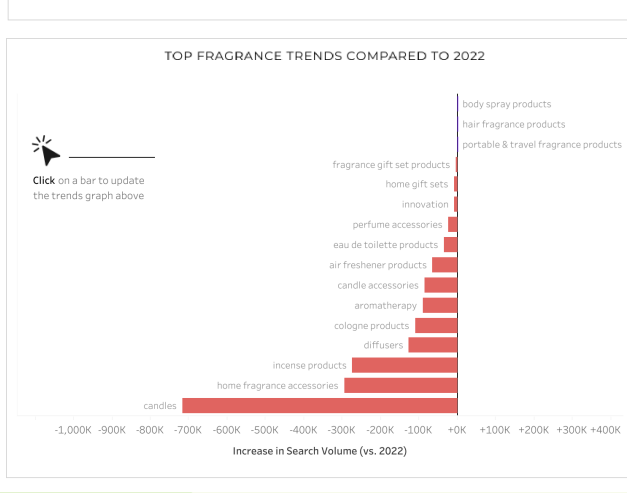
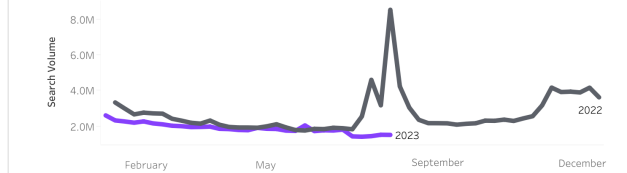
FRAGRANCE

Unlike recent months, the fragrance category is declining this summer, similar to other categories. However, it does have the most growing categories overall as consumer interest in body spray, hair fragrance, and portable & travel fragrance products grows. Many of these offerings are more affordable, so brands with higher end offerings should consider making their products more accessible this summer through sample sets or promotions.



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 July 2023 vs July 2022.



SPOTLIGHT

MINI PERFUME

11.2K searches +15.4% YOY growth

Consumers want to try it all, as demonstrated by searches for mini perfume sets. Fragrance sets offer consumers a great way to sample fragrances without purchasing an expensive full-size. Branded options range from more affordable Ariana Grande scents to options from Dior and Chanel. Consumers are also seeking particular retailers like Ulta. Brands, take note of the range of interests here to meet consumers where they're at this summer.

mini perfume set
mini perfume
mini perfume bottles
ariana grande mini perfume set
ulta mini perfume set
mini perfume samples
dior mini perfume set
chanel mini perfume
mini ariana grande perfume