

# Covalo Beauty Trends Report

## 2021

# Where our users are from

## Top 10 countries

- United States
- United Kingdom
- France
- Germany
- India
- Canada
- Australia
- Italy
- Spain
- Switzerland

**NORAM**  
26%

Americans are for the third year in a row the most engaged users, accounting for close to 50% of all interactions on Covalo

Russia went from 5th place in 2020 to 2nd in 2021 in terms of user engagement

**EMEA**  
50%

**LATAM**  
5%

**APAC**  
19%

2021 saw a strong increase in engagement from Asia

Covalo has users coming from 140 different countries

## The shift towards sustainability and greener alternatives

We're seeing a clear shift in the beauty industry towards a more sustainable future. The need for more **environmentally friendly ingredients** and approaches is also reflected in how our users are utilizing Covalo to make their product development faster and easier. We have also noticed that companies are evolving by offering more and more **greener alternatives**.

30% of all filters used on Covalo in 2021 were related to sustainability. The three most popular claims were **Natural**, **Plant-based** and **Vegan**. We're also very happy to announce that our **Upcycled** filter made it in the top 10 for the very first time! This was followed by an increase in companies offering upcycled ingredients on Covalo.

**“We can't achieve our climate goals alone, it will require new levels of collaboration with suppliers who are as ambitious as we are.”**

Unilever

**“L'Oréal commits to an important transformation of its Research & Innovation through adopting a 'Green Sciences' approach.”**

L'Oréal



## Effect of the pandemic on the beauty industry

Before 2020, **alcohol** wasn't on the radar as such, but the ingredient swiftly made it into our top 3 in 2021, which we can most likely attribute to the global pandemic.

**Rheology** was key in 2020 – be it rheology modifiers, gelling agents or thickeners. However, it seems to have lost importance in 2021 – perhaps its popularity in 2020 was linked to a **strong focus on skin cleansing gel products**.

Anti-acne was the sixth most used filter in 2021, which we can most likely attribute to **maskne**: breakouts from wearing a mask.

We've now reached a point where COVID-19 is the "new normal". Slowly but surely we're booking holidays again and spending more time outdoors – which probably explains the rise in searches for **UV protection** and **makeup** in 2021.



**“In 2020, beauty is more digital, more hygienic, more focused and at home”**

Premium Beauty Media

## A post-lockdown beauty industry

With hairdressers, salons and beauty parlours closing, most of us had to take matters into our own hands from the comfort and safety of our homes.

While 2020 had a strong focus on sterilizers and skin-repair claims, 2021 saw a rapid increase in **hair related performance claims**. Some of the performance claims suddenly popping up in the top 10 are **hair conditioning**, **hair growth** and **hair repair**.

In terms of searches, **skincare** had a 150% growth. In our most searched ingredients list about 40% was related to skincare.

**“Going forward, brands that successfully highlight the use of beauty routines as a way to combat stress and anxiety and bring normality during uncertain times will drive long-term value for consumers.”**

[Beauty packaging](#)





# User behavior

We noticed a shift in user behavior when comparing 2021 to the previous years. In 2021, users were more likely to search for **certifications** than sustainability claims. Users also tended to use **less INCI and CAS numbers** compared to 2020. They used more **generic search terms** in conjunction with more specific filters, such as chemical groups.

April, May and December saw the **strongest volume of activities**, compared to lesser traffic during the summer break.

**“Looking ahead, brands will continue to collaborate with and support local businesses with an authentic and long-term strategy as many consumers shop local with less focus on price.”**

[Beauty packaging](#)

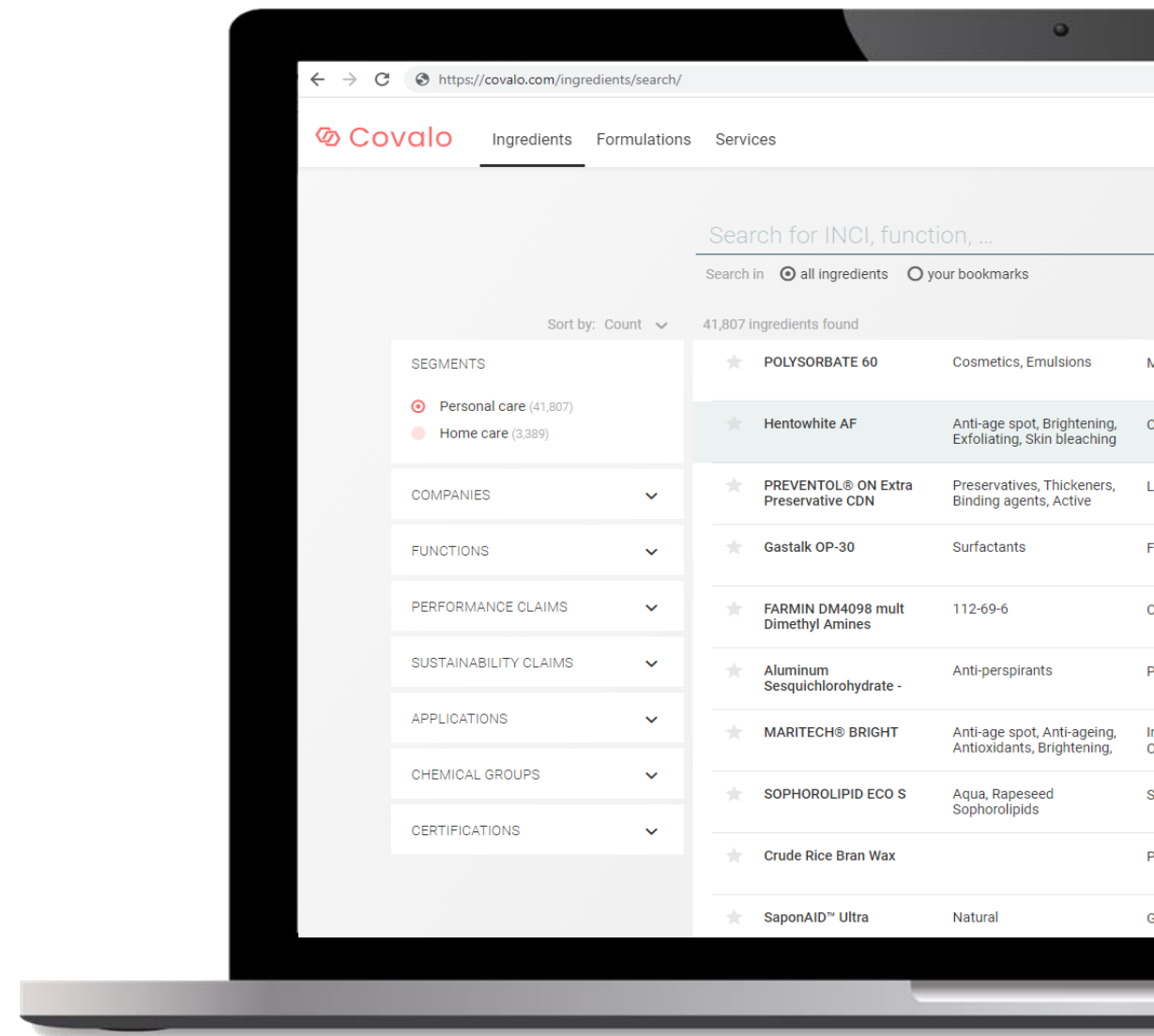


# Best performing ingredients 2021

We found that **bakuchiol** ingredients have been the most popular during the past three years, which can most likely be explained by the fact that they are a popular natural alternative for retinol.

About 50% of the best performing ingredients in 2021 is applicable in creams; some 40% is related to skincare; and around 30% of all ingredients in our best performing list is vegan.

No less than four preservatives made the top 20 list in 2021. Interestingly, it seems that the trend for **alternative preservation systems** did not reduce demand for **traditional preservatives**.



# Certification

The big winners of 2021 in terms of certification are **Vegan Society**, **RSPO**, and **USDA Certified Biobased**.

However, from a product listing and search perspective, **COSMOS** and **China-approved** remained by far the most common certifications.

The popularity of the China-approved certification and filter comes at a time with **changes to the cosmetic legislation**. China's new overarching cosmetic regulation – Cosmetic Supervision and Administration Regulation (CSAR) – officially took effect on January 1 2020, with the related administrative measures, standards, and guidance documents entering into force in May 2021. Despite similar numbers of products certified, COSMOS remains more popular than China-approved.

## Top 10 certifications 2021

- COSMOS
- China-approved
- ISO 16128
- NATRUE
- Vegan Society
- Leaping Bunny
- Halal
- RSPO
- USDA Certified Biobased





# Get in touch

For more beauty trends, insights and analytics, sign up for free at [Covalo.com](https://Covalo.com).

If you have any questions or would like to have a chat with us, make sure to book a meeting with Yann or request a demo with Lays below. We're here to help!

If you liked this beauty trend report, feel free to share it with your colleagues and friends!



Book a meeting with **Yann Chilvers**, Co-Founder and COO



Book a demo with **Lays Pederiva**, Customer Success Manager



We're joining **in-cosmetics global 2022!** We'll be at stand F41. See you there!

