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Beautystreams Analyzes 1H 2023 Beauty Trade Shows

Brands must heed this year's holiday beauty trends, emphasizing revitalizing treatments and on-the-go solutions.

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As any trade show nerd knows, conferences typically held in giant convention halls in cities that cater mainly to tourists never fail at setting the pace for industry innovations, rising trends, and up-and-coming brands. As a significant driving force in the beauty industry, trade shows ultimately provide inspiration for attendees from all industries for months and years to follow.

Enter Beautystreams, the leading Paris-based forecasting agency, which attends dozens of global trade shows annually with the mission of gathering all of the trends presented and turning them into actionable insights.

Throughout the first half of 2023 “Team Beautystreams” has been meticulously scouting trade shows across the globe. Covering as many as 50 shows each year, they routinely report on the latest innovations in sectors such as beauty, technology, packaging, and ingredients. “Trade shows are an essential part of our research, as they give us an on-the-ground look at industry trends happening here and now,” says Beautystreams SVP Creative Director, Michael Nolte. “As part of our Trend Funnel Methodology, they represent the local, up-and-coming trends that we then translate into actionable product development and conceptual insights for our clients.”

One of the cross-category trends witnessed throughout several shows, such as Maison&Objet in Paris and Cosmofarma in Bologna, encompassed meditative, calming, and balancing concepts both for the mind and skin. As beauty continues to take on a holistic approach, or what Beautystreams defines as the emerging category of Psycare, well-being from the inside out is a trend that is continually evolving. Products like Hello’s range of seasonally tailored supplements and The Nature of Things’ essential oil-blends with a therapeutic twist represent a growing trend category which expands beyond beauty into wellness, fitness, home care, and tech.

And while mind and skin-soothing innovations were seen across a variety of shows, the rising use of heritage ingredients and ancestral rituals is a trend that is also expected to continue gaining momentum. As seen at PCHi in China and defined as one of the 10 CosmoTrends from Cosmoprof Worldwide Bologna, time-honored ingredients such as microbial extracts from Nordic forests, plant and mineral extracts from the Daxinganling Mountains in China, and Korean wild black forest ginseng continue to inspire beauty companies today.

From fragrance to skin care, and from tech to packaging, take a look at [Beautystreams’ roundup of trends and innovations](#) from this year’s most notable trade shows, including:

Consumer Electronics Show — Las Vegas, U.S.A.

Maison&Objet — Paris, France

Paris Packaging Week, PCD — Paris, France

MakeUp in Los Angeles — Los Angeles, U.S.A.

VIVANESS — Nuremberg, Germany

PCHi — Guangzhou, China

Cosmoprof Worldwide Bologna — Bologna, Italy

in-cosmetics Global — Barcelona, Spain

Esxence — Milan, Italy

Clean Beauty in London — London, U.K.

NYSCC Suppliers’ Day — New York, U.S.A.

Cosmofarma — Bologna, Italy

MakeUp in Paris — Paris, France