



Articles > Market > Cosmovision 2024-2029: heading for longevity...

Wednesday, April 3, 2024 | Market

## Cosmovision 2024-2029: heading for longevity



On the occasion of the Cosmoprof Bologna trade show (March 21-24, 2024), Beautystreams presented its beauty predictions for the next five years. According to the agency, brands need to appeal to all consumers... not just the younger ones!

Reading time  
~ 3 minutes

Summary

"In a changing landscape where the median age is set to rise in many regions, it's becoming crucial to engage people throughout their lives, rather than focusing exclusively on the youngest," explains Beautystreams. "With life expectancy increasing, the definition of beauty is evolving in parallel. This transformation has profound consequences for our industry. There is a remarkable opportunity to offer solutions adapted to the different needs of multiple generations."

Beautystreams sought to illustrate how brands could embrace this trend in the main categories of the cosmetics sector. The aim is to inspire professionals and help them better understand the need to address the whole consumer. The dictat of age really is a thing of the past.

### Skin care for all

"Rather than focusing solely on sometimes unrealistic anti-aging claims, brands have the opportunity to respond to the evolving needs that accompany the different stages of life," advises the forward-looking agency. So why not offer skincare products that address specific skin problems, such as psoriasis, acne and rosacea?

Beautystreams also invites professionals to consider women's hormonal cycles, as well as sexual well-being, which changes throughout life.

### Focus on hair

"Hair texture and color change throughout life, opening up a myriad of ...

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












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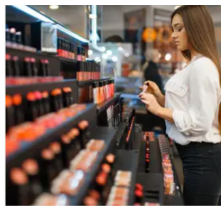
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### French people's favorite retailers

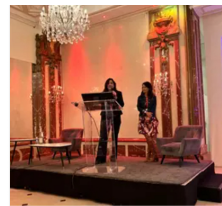
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According to the American Society of Plastic Surgeons, more than 26.2 million non-invasive cosmetic procedures were performed in the United States in ...



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The year has barely begun, and already the forecasting firms are looking to the future. Trend agency Nelly Rodi has published its BeautyLab autumn-win...

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