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Openstreams Foundation Unveils the Openstreams Global Beauty Industry Summit Official Report 2025, Sponsored by BEAUTYSTREAMS

Following the groundbreaking **Openstreams Global Beauty Industry Summit: The Aging Forum**, held on **December 12, 2024**, at the **United Nations Headquarters**, the **Openstreams Foundation** is proud to release the highly anticipated **Openstreams Global Beauty Industry Summit Official Report 2025**, sponsored by **BEAUTYSTREAMS**, the global beauty industry reference.

Available free of charge to the global beauty community, this essential report highlights main findings and perspectives from this landmark event, including exclusive insights and proprietary data from a global consumer survey of seven countries. As an essential tool to navigate tomorrow's beauty landscape, this report aims to serve the global beauty community in ideating informed business strategies in the context of an aging world.

A Global Dialogue on Aging in Beauty

At the heart of last month's Summit was a **bold mission: to foster an open, borderless exchange on aging in beauty. 26 organizations from 15 countries across six continents** shared invaluable insights, bringing a **truly global lens** to one of the most pressing conversations in the industry today.

"We believe that collaboration and exchange are essential in today's complex world. By working together, we can unlock extraordinary possibilities and drive meaningful progress for the future of our industry," states Lan Vu, Founder & CEO of BEAUTYSTREAMS and the Openstreams Foundation.

The Openstreams Global Beauty Industry Summit brought together perspectives from national associations, trade shows, institutions, and brands. Prior to this and to bring further quantitative

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insights to the discussion, BEAUTYSTREAMS conducted a proprietary consumer survey of over 1,000 individuals across seven countries — Brazil, China, France, India, Morocco, Nigeria, and the United States. Capturing insights from individuals aged 18 to 80+, the survey explored:

- **Consumer expectations for beauty products in an aging world.**
- **The impact of social media on aging perceptions.**
- **Attitudes toward “anti-aging” terminology and beyond.**

Additionally, 30 Summit participants and supporters were surveyed by the Openstreams Foundation to gather top-level industry professional insights on new terminology to address aging. Respondents included experts from Australia, China, France, Germany, Italy, Japan, South Korea, the United Kingdom, and the United States.

The comprehensive 55-page report delves into the topic of aging, compiling key findings from both the Summit and consumer surveys. Designed as a **strategic guide for the beauty industry**, this **comprehensive report** covers:

- **Global vs. Local Perspectives on Aging:** How cultural attitudes shape the beauty market.
- **Consumer Sentiments & Emerging Expectations:** What today’s consumers truly want.
- **The Role of Social Media:** How digital culture is redefining aging in beauty.
- **Category-Specific Business Opportunities:** Future-facing strategies for an aging world and evolving consumer mindsets.

Download Your Copy Today

This **in-depth analysis of beauty and aging** is a **must-read** for brands looking to stay ahead of the curve. **Access the Official Report now with [this link](#) or visit www.openstreamsfoundation.org for more information.**

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About Openstreams Foundation

The Openstreams Foundation, the non-profit affiliate of BEAUTYSTREAMS, is a non-profit organization established in 2019. Its mission is to foster global beauty industry collaboration and to promote awareness of key issues related to the cosmetic sector. The first Openstreams Global Beauty Industry Summit took place online in October 2020 and served as an open-forum think tank composed of experts from key international beauty associations and trade show organizations. Vast findings from this summit on the topics of sustainability, inclusivity, the future of brick-and-mortar, safety, and digitalization were offered publicly in the form of an official report following the event, complimentary to all the global beauty industry. By driving research and strategic discussions, the Openstreams Foundation serves as a catalyst for meaningful change and progress in the global beauty industry.

About BEAUTYSTREAMS

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BEAUTYSTREAMS is the world's premiere B2B beauty insights platform, providing comprehensive beauty intelligence, forecasts, analytics, and marketing solutions to product development, marketing, and strategy teams of companies on six continents. Leveraging human intelligence and AI technology, BEAUTYSTREAMS empowers clients to make informed, forward-thinking decisions in a rapidly evolving beauty landscape.