



Glowing Ahead

Unveiling **Key Skincare Trends** in the Middle East from 2023, to watch out for in 2024

 **4SiGHT** Trends Report | **January**

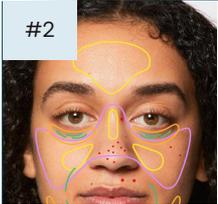
2023 was the...

#1 *Year of*
**Quality >
Quantity**



[click to view](#)

#2 *Year of*
**Bespoke
Beauty**



[click to view](#)

#3 *Year of*
**Tech-
Enabled
Home Clinics**



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#4 *Year of*
**Glass
Skin**



[click to view](#)

#5 *Year of*
**Wellness in
Skincare**



[click to view](#)

#6 *Year of*
**DOPO –
Decide Offline,
Purchase
Online**



[click to view](#)

#1

Year of

Quality > Quantity

Like last year, 'Skinimalism' will continue wherein consumers prioritize fewer, high-quality products. This trend simplifies routines, promotes informed choices and educates on ingredient science. It's not just about fewer products; it's about genuinely beneficial skin wellness (ex: sun protection, barrier repair)

SO WHAT?

Chance to spotlight multi-functional products and leverage the science of simplification in marketing



#2

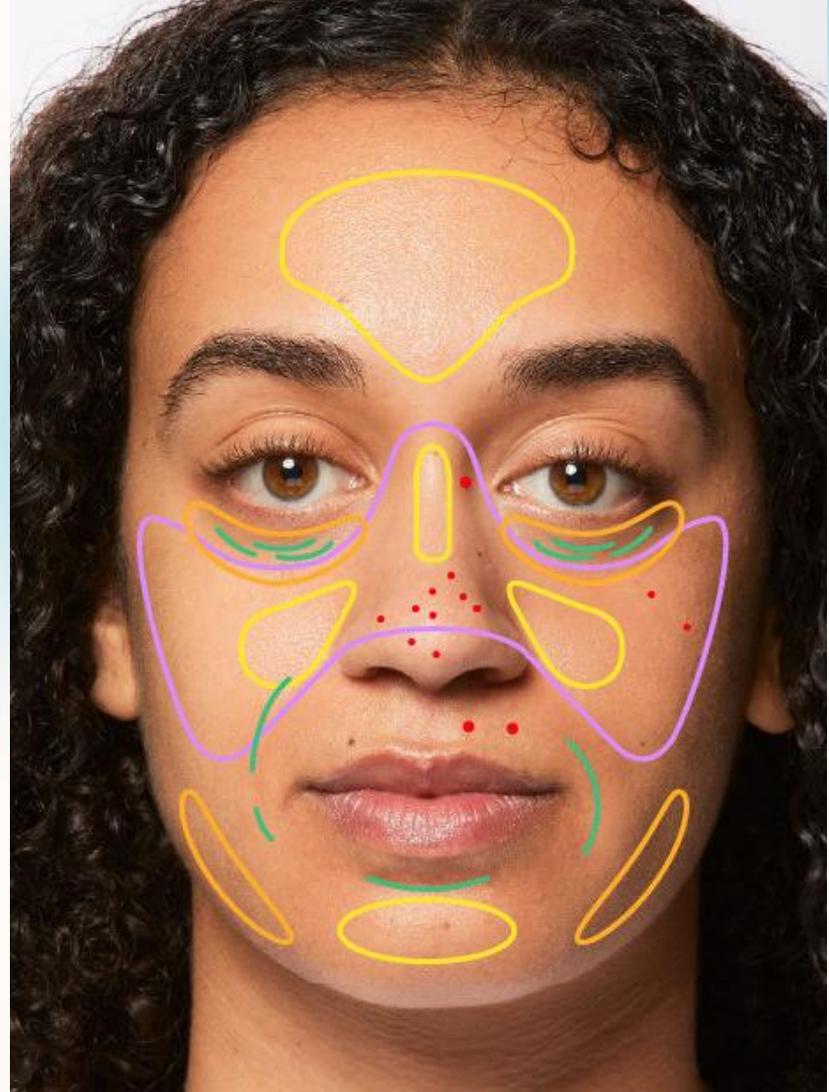
Year of

Bespoke Beauty

The beauty industry is witnessing a surge in customization. From personalized lipstick shade makers (YSL) to in-store skin analysis (Shiseido, Herbal Essences, etc.), this trend empowers consumers to curate their beauty experiences, marking a shift towards individualized beauty solutions

SO WHAT?

Mass campaigns can inform consumers – the need for individually tailored skincare activations & brand interactions is a bigger opportunity to engage



#3

Year of

Tech-Enabled Home Clinics

Technology-infused skincare is revolutionizing beauty routines, with a triple-digit spike in searches for "skincare wand" and rising popularity of LED masks and facial toning devices. These tech-savvy trends reflect a larger shift towards at-home beauty tech, making professional-grade skincare accessible without stepping out the door

SO WHAT?

Openness to tech in derma self-care is high as consumers are adopting advanced solutions with little apprehension



#4

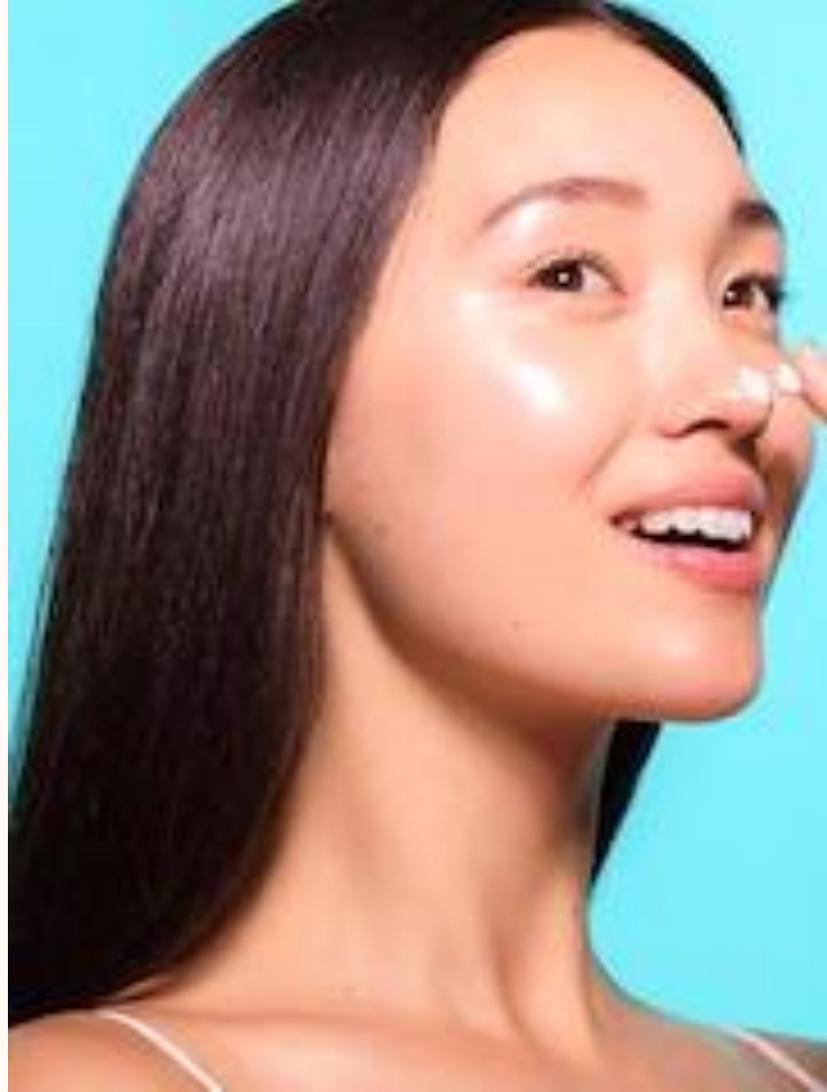
Year of

Glass Skin

Inspired by Korean beauty standards, the 'glass skin' trend is characterized by luminous and dewy complexion. To meet this demand, Korean skincare products infused with hydration, repair and anti-aging properties are gaining prominence

SO WHAT?

Even-tone has been the described ideal for a while. However, it is important to watch out for the evolving nomenclature that encapsulates perfect skin



#5

Year of

Wellness in Skincare

Recognizing the undeniable link between stress and skin health, top brands are innovating with scientific research to create formulations that (1) enhance the skin's biological resilience to stress and (2) provide instant emotional relief

SO WHAT?

Growing consumer demand for holistic skincare solutions that address both physical skin health and emotional wellbeing



#6

Year of

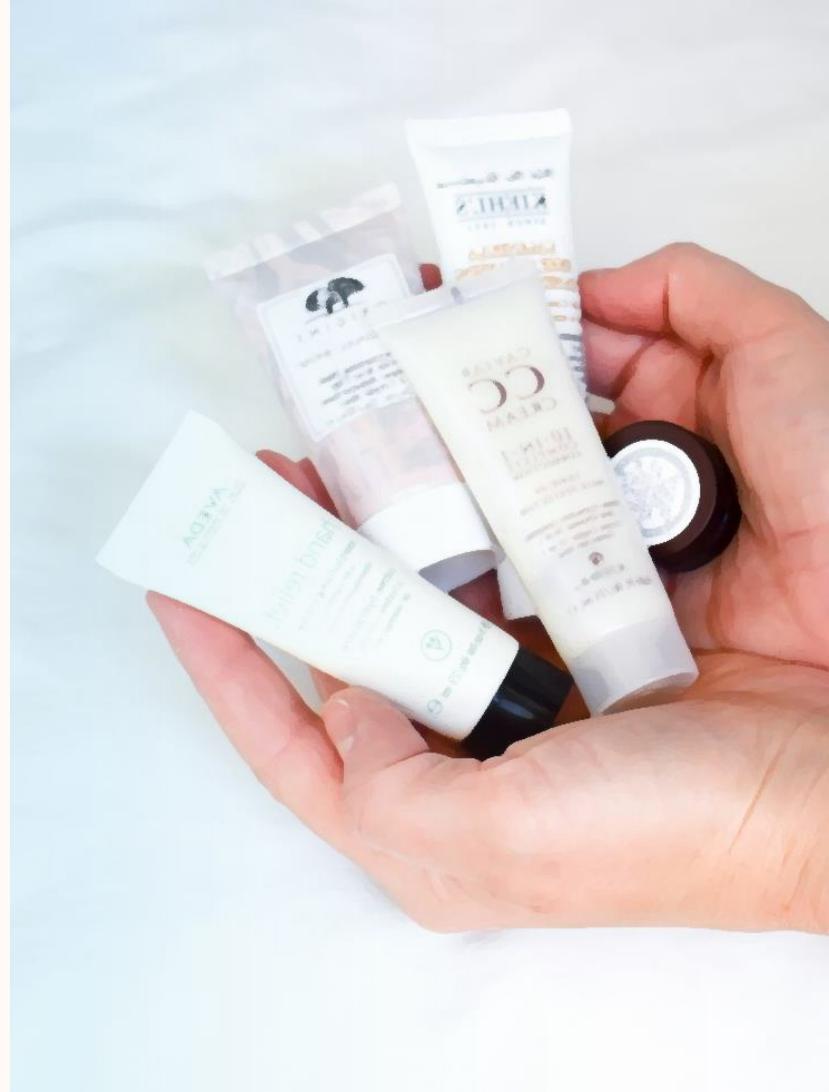
DOPO - Decide Offline, Purchase Online

Savvy consumers are embracing a 'try before you buy' approach—sampling and consulting in-store, then snapping up the best deals in the digital marketplace.

Top e-commerce platforms for skincare products in the region are: Noon, Amazon, Sephora, Basharacare, etc.

SO WHAT?

Sampling is a crucial starting point. Like Sephora or Etude House, samples provided in-store almost always create a memorable impact



Our

4SiGHT Live suite



PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data

Available in DIY & full-service options



COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business.

Enables clients to make consumer relevant decisions by testing on the go



CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer

Available as ad-hoc & annual programs

For more information, contact info@4sight-global.com