

NIQ search data provides insight into beauty trends



Fragrance

- Honey ingredients +443%
- Vegan +251%
- Strawberry ingredients +172%
- Travel size +93%
- Refillable +76%

Hair Care

- Contains jojoba oil +1739%
- Neem ingredients +1012%
- Sodium Lauryl Sulfate free +954%
- Citrus ingredients +538%
- Biodegradable +356%



Skin Care

- Snail slime ingredients +11675%
- Stick form +1914%
- Water based +1053%
- Honey ingredients +839%
- Mango ingredients +800%

