



SPATE

JANUARY 2024

2024 BEAUTY TRENDS REPORT



TOP PREDICTED BEAUTY TRENDS OF 2024

Spate's predicted trends for 2024 indicate a growing emphasis on the integration of elements into hair care, makeup, and body products that offer the appearance of health. There's also heightened interest in ASMR-oriented experiences, with consumers seeking trends that offer a multi-sensory impact. While 2023 witnessed the rise of food-inspired makeup trends, 2024 is poised to be the year of foodie fragrances.

Furthermore, the tension between intensive and caring beauty practices is becoming more pronounced across various categories. Ingredient-driven products and at-home solutions continue to capture consumer interest. Brands should closely monitor this dynamic and strategically position themselves in spaces that align with their brand message.

Explore this report to uncover the top trends anticipated to make waves in 2024 across skincare, hair care, makeup, body care, and fragrance categories. Also, gain valuable insights from Jessica Matlin and Jennifer G. Sullivan, the founders of the Fat Mascara podcast.

Interested in exploring more trends? [Start your free trial today.](#)

Thank you,
Olivier and Yarden, co-founders of Spate

A WORD FROM THE EXPERTS



Spate teams up with Jessica Matlin and Jennifer G. Sullivan, hosts of the acclaimed podcast *Fat Mascara*, to infuse even more expert insights into our annual trends report.

Fat Mascara, a trailblazer in the global beauty conversation, delivers sharp analyses of news, trends, and product recommendations weekly. With past guests ranging from Kim Kardashian to dermatologists and brand founders, the breadth of knowledge these two have gleaned from their podcast and careers in beauty bolsters Spate's data and insights.

“At *Fat Mascara*, we love to discuss how trends in beauty reflect the larger culture. But we're human, which means we can only try so many products and interview so many beauty experts in a given week — and let's just say the number of #beautytok videos we can watch is finite. That's why it's so valuable to combine our analysis with the quantitative insights from Spate. Their data-driven, search-based research helps predict what looks and products are going to pop next.”

Jennifer G. Sullivan & Jessica Matlin
Co-Founders of Fat Mascara

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[THE TRENDS]

2024 PREDICTED TRENDS

Trends per category ranked by predicted growth:

SKINCARE

Trend	Predicted Growth ↓
lip oil	+27.7%
oil based cleanser	+25.8%
pore clogging	+24.8%
oily skin cleanser	+23.9%
skin barrier	+23.0%
red light therapy	+21.0%
dermatitis	+20.6%
diamondglow facial	+18.6%
mature skin	+18.2%
hyaluronic acid moisturizer	+17.6%

HAIR

Trend	Predicted Growth ↓
shampoo bar	+32.3%
french curl braids	+38.7%
micro bangs	+31.6%
head spa	+30.3%
rosemary shampoo	+28.6%
rosemary oil hair treatment	+28.4%
heatless curls	+27.0%
90s blowout	+25.0%
texturizing powder	+23.9%
hair glaze	+118.3%

MAKEUP

Trend	Predicted Growth ↓
douyin makeup	+39.8%
cluster lashes	+38.8%
tubing mascara	+29.5%
silicone primer	+28.4%
water based foundation	+27.5%
face bronzer stick	+26.5%
blush stick	+26.0%
diy lash extension	+23.4%
skin tint	+20.0%
setting powder	+17.8%

2024 PREDICTED TRENDS

Trends per category ranked by predicted growth:

BODY	
Trend	Predicted Growth ↓
cold plunge	+35.3%
retinol body lotion	+28.4%
vanilla lotion	+23.7%
athlete's foot cream	+21.4%
silicone body scrubber	+20.6%
body shimmer oil	+20.0%
antibacterial body wash	+18.2%
shower filter	+15.5%
aluminum free deodorant	+12.8%

FRAGRANCE	
Trend	Predicted Growth ↓
pheromone perfume	+28.8%
cherry perfume	+22.3%
amber perfume	+21.8%
travel perfume	+20.4%
perfume subscription	+17.9%
vanilla perfume	+16.5%
body spray	+14.3%
musk perfume	+13.9%

CATEGORY DEEP DIVES

2024 TRENDS: SKINCARE



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

2024 PREDICTED TRENDS: SAFE BETS

Trends per category ranked by predicted growth:

SKINCARE

Trend	Predicted Growth ↓
lip oil	+27.7%
oil based cleanser	+25.8%
pore clogging	+24.8%
oily skin cleanser	+23.9%
skin barrier	+23.0%
red light therapy	+21.0%
dermatitis	+20.6%
diamond glow facial	+18.6%
mature skin	+18.2%
hyaluronic acid moisturizer	+17.6%

HAIR

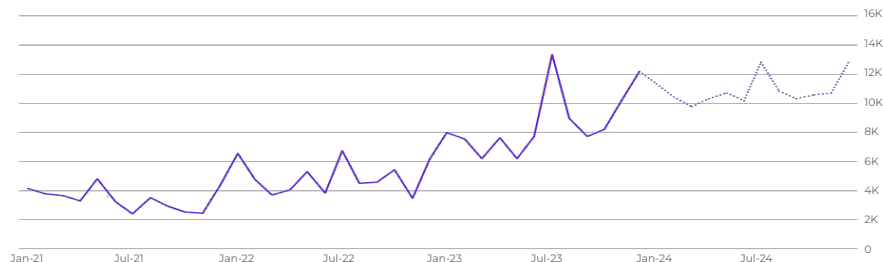
Trend	Predicted Growth ↓
shampoo bar	+32.3%
french curl braids	+38.7%
micro bangs	+31.6%
head spa	+30.3%
rosemary shampoo	+28.6%
rosemary oil hair treatment	+28.4%
heatless curls	+27.0%
90s blowout	+25.0%
texturizing powder	+23.9%
hair glaze	+118.3%

MAKEUP

Trend	Predicted Growth ↓
douyin makeup	+39.8%
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tubing mascara	+29.5%
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water based foundation	+27.5%
face bronzer stick	+26.5%
blush stick	+26.0%
diy lash extension	+23.4%
skin tint	+20.0%
setting powder	+17.8%

SKINCARE SPOTLIGHT

OIL BASED CLEANSER



HOW BIG IS THIS TREND

Medium Volume
10.7K average monthly searches

HOW COMPETITIVE IS THE SPACE?

Low Competition
560 average brand searches

WHO OWNS THE MARKET SHARE?

Several Market Leaders
3 Market Leaders

WILL IT LAST?

Very Likely

STATS:

+25.8%

PREDICTED 2024
YEAR-OVER-YEAR
GROWTH

RELATED SEARCHES:

Concerns	Volume+	Questions	Volume+	Brands	Volume+
oily skin	220	best	1.1K	cerave	320
dry skin	160	good for	70	selfless by hyram	90
acne	90	vs	20	tatcha	70
		what is	20	garnier	30

SPATE POV

The growth in searches for oil based cleanser — as well as the predicted growth for the trend in the next 12 months — indicates this trend is one that's sticking around. Top searched questions alongside oil based cleanser such as *good for* and *what is* reveal consumers are still discovering the purpose of this cleansing product. Trending brands such as *Cerave*, *Selfless by Hiram*, *Tatcha*, and *Garnier* should take this as an opportunity to educate consumers on the power of oil based cleansers via content through social media, web, email channels, and more.



TOP TRENDING SKINCARE CLAIMS

The top trending skincare claims in search highlight the current skincare consumer's emphasis on skin health. Benefits such as *spf*, *safe*, *naturally*, *skin [barrier] repair*, and *dermatologist recommended* all support the modern consumer's desire for skincare that is *safe*, and supports skin health. Searches for *advanced* and *instant* showcase some of the popular marketing claims top of mind for the skincare consumer. The increase in searches for *balancing* alongside Skincare emphasizes the consumer's interest in holistic skincare and beauty products. Lastly the increase in searches for *bronzing* comes from one of TikTok's favorite skincare makeup trend last year: D-Bronzi Anti-Pollution Sunshine Drops. Skincare and makeup brands should take note of the top benefits and position their products accordingly.

SKINCARE CLAIMS BY INCREASE

Trend	Increase↴
spf	+63.8K
advanced	+22.2K
instant	+15.0K
oil free	+9.9K
safe	+9.0K
naturally	+7.5K
skin [barrier] repair	+6.5K
dermatologist recommended	+6.3K
balancing	+5.5K
bronzing	+4.0K

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



PAGING SOCIAL MEDIA

With access to experts everywhere, the consumer's understanding of skincare is evolving faster than ever. From treatment trends like red light therapy to restorative hyaluronic acid options, consumers want to experiment but must proceed with caution. Otherwise, they risk implications like dermatitis or a compromised skin barrier.

“There's a lot of interest in raising the bar with at home devices. I see this in rising trends like red light therapy. Consumers are learning about skincare from experts on social media, and are inspired to take the knowledge they gather on social platforms into their own hands at home.

It's possible that these same consumers are experimenting with products that don't suit their skin type and that's why we're seeing a rise in searches for concerns of dermatitis; a signal of skin sensitivity and a trend which points to the importance of a healthy skin barrier.”

Jessica Matlin

Director of Beauty at Moda Operandi & Co-Founder of Fat Mascara



TOP TRENDING SKINCARE CONCERNS

The skincare concerns ranked by increase in searches highlight the concerns making an impact in the skincare conversation today. The surge in searches for concerns like *eczema* and *fungal acne* suggests a heightened consumer focus on addressing specific skin conditions and sensitivities with professional support from dermatologists. The interest in treating *discoloration* and *milia* indicates a growing demand for products targeting uneven skin tone and texture. Searches for *hormonal acne* and *acne-prone* reflect consumers seeking solutions for products that are safe for *acne-prone* skin, or can support acne that flares with hormonal fluctuations. The attention to *mature skin* and *crepey skin* highlights a growing importance of specific aging-related skin concerns.

SKINCARE CONCERNS BY INCREASE

Trend	Increase↓
bumps	+53.9K
eczema	+51.6K
fungal acne	+24.6K
discoloration	+17.3K
crepey	+15.3K
hormonal acne	+15.0K
mature skin	+14.5K
acne prone	+13.9K
milia	+13.5K

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



COZY SKINCARE

Trends such as lip oils, oil based cleansers, skin barrier and more reveal that consumers are prioritizing skin health. Beyond targeted treatments, consumers now seek skincare that supports overall skin health, addressing aspects beyond just clarity and tone. Jennifer Sullivan shares her thoughts as to how we got here, and where she thinks we are going.

“There’s a general emphasis on comfort across fashion and beauty right now — a theme I call ‘cocooning.’ I see it across many trends in this report. From puffer coats to big fluffy cloud socks to the Boston shearling clogs, we’ve seen this trend dominate fashion and now we see it in beauty too.

The skin barrier trend supports this desire for consumers to find comfort in their skincare routine. I also see it in oil cleansing. In 2024, I think we’re going to see consumers cling on to products — from serums to moisturizers to cleansers — that give them that cocooning feeling, that highlight those rich, gooey, and balmy textures.”

Jennifer G. Sullivan

Beauty Journalist & Co-Founder of Fat Mascara

2024 TRENDS: HAIR



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

2024 PREDICTED TRENDS: SAFE BETS

Trends per category ranked by predicted growth:

SKINCARE

Trend	Predicted Growth ↑
lip oil	+27.7%
oil based cleanser	+25.8%
pore clogging	+24.8%
oily skin cleanser	+23.9%
skin barrier	+23.0%
red light therapy	+21.0%
dermatitis	+20.6%
diamond glow facial	+18.6%
mature skin	+18.2%
hyaluronic acid moisturizer	+17.6%

HAIR

Trend	Predicted Growth ↓
shampoo bar	+32.3%
french curl braids	+38.7%
micro bangs	+31.6%
head spa	+30.3%
rosemary shampoo	+28.6%
rosemary oil hair treatment	+28.4%
heatless curls	+27.0%
90s blowout	+25.0%
texturizing powder	+23.9%
hair glaze	+118.3%

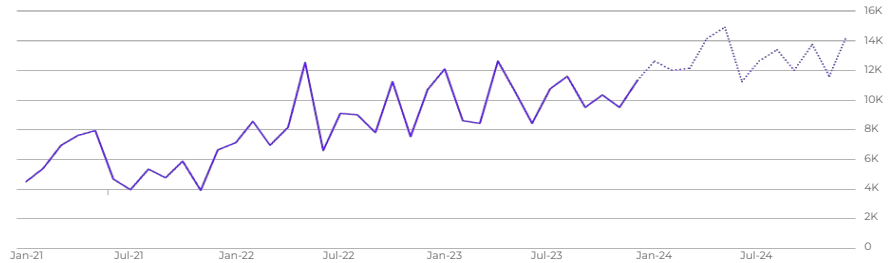
MAKEUP

Trend	Predicted Growth ↑
douyin makeup	+39.8%
cluster lashes	+38.8%
tubing mascara	+29.5%
silicone primer	+28.4%
water based foundation	+27.5%
face bronzer stick	+26.5%
blush stick	+26.0%
diy lash extension	+23.4%
skin tint	+20.0%
setting powder	+17.8%



HAIR SPOTLIGHT

90'S BLOWOUT



HOW BIG IS THIS TREND

Medium Volume
14.8K average monthly searches

HOW COMPETITIVE IS THE SPACE?

No Competition
0 average brand searches

WHO OWNS THE MARKET SHARE?

No Market Leaders
0 Market Leaders

WILL IT LAST?

Very Likely

STATS:

+25.0%

PREDICTED 2024
YEAR-OVER-YEAR
GROWTH

RELATED SEARCHES:

Benefits	Volume+	Questions	Volume+
fluffy	590	how to	230
short	390	tutorial	160
voluminous	110		

SPATE POV

After the revival of the Quiet Luxury trend in 2023, the Butterfly Haircut, Velcro Rollers, and now, the 90's Blowout became breakout hairstyles that exuded an air of extreme sophistication and style. The positive predicted growth trajectory of 90's Blowouts is no surprise. Top benefits consumers are looking to achieve with the 90's Blowout like *fluffy* and *voluminous* are great insights into the type of marketing language attracting today's hair consumer. Searches for *short* alongside 90's Blowout also indicates consumers are looking for ways to adapt the look across hair lengths. The top searched questions *how to* and *tutorial* showcase a great opportunity for brands, and creators to make content that teaches consumers how to get the look at home.



TOP TRENDING HAIR CLAIMS

Top trending hair claims highlight the looks and benefits consumers are looking to achieve when it comes to their hair in 2024. The increasing interest in *modern* hair styles indicates a consumer preference for contemporary and trendy looks. Many hair style searches alongside *modern* also indicate consumers are searching to reinvent hair styles in a new way. The popularity of *low maintenance*, *[gray] blending*, and *easy* hair benefits suggests a demand for hassle-free styling options, aligning with the busy lifestyles of many consumers. The increase in searches for *textured* hair support the importance for brands to support a variety of hair types. The focus on *volumizing*, and *detangling* reflects an emphasis on achieving smooth, voluminous, and manageable hair, catering to diverse styling preferences. Additionally, the emphasis on *clarifying*, *strengthening*, and *hydrating* indicates a growing awareness of the importance of hair health.

HAIR CLAIMS BY INCREASE

Trend	Increase↓
modern [hair styles]	+47.7K
low maintenance	+45.6K
<i>textured</i>	+22.8K
detangling	+10.1K
easy	+9.5K
[gray] blending	+9.1K
volumizing	+8.8K
clarifying	+8.6K
strengthening	+7.3K
hydrating	+6.5K

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



THE PICTURE OF HEALTH

The rise in concerns for hair loss is not the only signal that consumers are interested in hair health. Whether it is strengthening hair health, or just creating a picture of health, the wellness industry has certainly made an impact on hair care — as well as the rest of the beauty category.

“Beauty has really shifted, and is now being pulled by the undercurrent of the wellness industry. Beauty is no longer just about color cosmetics, or hair styling, but rather the overall appearance of health. In this case, people specifically want their hair to look healthy. Trends like hair glaze, heatless curls, 90s blowout, and texturizing powder project the look of health whether through shine or the illusion of thickness. Trends like head spa, and rosemary oil hair treatment actually support hair and scalp health as well.”

Jessica Matlin

Director of Beauty at Moda Operandi & Co-Founder of Fat Mascara

TOP TRENDING HAIR CONCERNS

The surge in searches for *hair growth* and *thinning/thin hair* indicates a strong consumer focus on addressing hair health and concerns related to hair density. The interest in *itchy [scalp]* and *eczema* suggests a growing concern for scalp health, with consumers seeking solutions for discomfort and skin conditions. Searches related to *[vitamin] deficiency [for hair loss]* highlight a trend of consumers exploring holistic approaches and nutritional aspects to tackle hair-related issues. The focus on *split ends*, *folliculitis*, and *[scalp] fungus* underscores the demand for targeted solutions, indicating a desire for products addressing specific hair and scalp problems. Lastly, searches for *double chin [haircuts]* sheds light on the consumer looking to explore ways to flatter facial structure with their hair — a trend that is very much in the same vein as facial balancing.

HAIR CONCERNS BY INCREASE

Trend	Increase↓
hair growth	+86.6K
thinning / thin hair	+46.5K
itchy [scalp]	+16.8K
double chin [haircuts]	+9.8K
eczema	+9.5K
split ends	+4.4K
[vitamin] deficiency [for hair loss]	+4.1K
folliculitis	+2.1K
greasy hair	+1.7K
[scalp] fungus	+1.6K

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



SUPPORT THE STRANDS

Top hair trends move away from slick looks to softer styles, and top benefits such as *low maintenance*, *easy*, and *volumizing* reveal the consumer is beginning to look into more gentle looks.

With a simultaneous increase in the concerns for hair loss, itchy scalps, and split ends, brands must keep in mind style and strength moving into 2024.

“In hair care and hair styling, we are seeing a swing back from the clean girl to voluminous hair. With growing interest in heatless curls, the 90’s Blowout, and texturizing powder, consumers are searching for products and styles that support can help achieve specific results without the damage.”

Jennifer G. Sullivan

Beauty Journalist & Co-Founder of Fat Mascara

2024 TRENDS: MAKEUP



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

2024 PREDICTED TRENDS: SAFE BETS

Trends per category ranked by predicted growth:

SKINCARE

Trend	Predicted Growth ↑
lip oil	+27.7%
oil based cleanser	+25.8%
pore clogging	+24.8%
oily skin cleanser	+23.9%
skin barrier	+23.0%
red light therapy	+21.0%
dermatitis	+20.6%
diamond glow facial	+18.6%
mature skin	+18.2%
hyaluronic acid moisturizer	+17.6%

HAIR

Trend	Predicted Growth ↑
shampoo bar	+32.3%
french curl braids	+38.7%
micro bangs	+31.6%
head spa	+30.3%
rosemary shampoo	+28.6%
rosemary oil hair treatment	+28.4%
heatless curls	+27.0%
90s blowout	+25.0%
texturizing powder	+23.9%
hair glaze	+118.3%

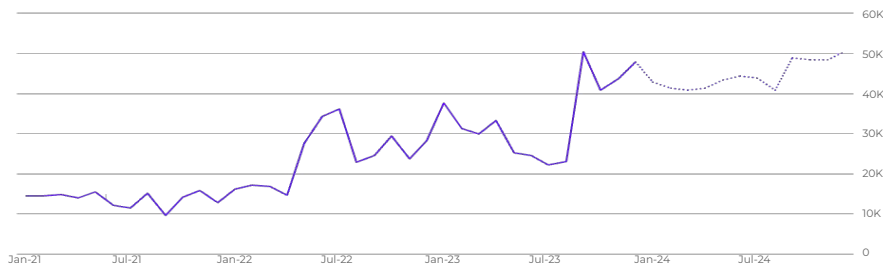
MAKEUP

Trend	Predicted Growth ↓
douyin makeup	+39.8%
cluster lashes	+38.8%
tubing mascara	+29.5%
silicone primer	+28.4%
water based foundation	+27.5%
face bronzer stick	+26.5%
blush stick	+26.0%
diy lash extension	+23.4%
skin tint	+20.0%
setting powder	+17.8%

Source: Google Search data, year-over-year growth comparing search volume from November 2023 vs predicted search volume for November 2024 (US).

MAKEUP SPOTLIGHT

TUBING MASCARA



HOW BIG IS THIS TREND

High Volume
39.4K average monthly searches

HOW COMPETITIVE IS THE SPACE?

Very High Competition
18.8K average brand searches

WHO OWNS THE MARKET SHARE?

Few Market Leaders
5 Market Leaders

WILL IT LAST?

Very Likely

STATS:

+29.5%

PREDICTED 2024
YEAR-OVER-YEAR
GROWTH

RELATED SEARCHES:

Questions	Volume↕	Retailers	Volume↕	Brands	Volume↕
what is	5.3K	ulta	860	blinc	5.6K
review	890	sephora	330	tarte	4.6K
how to remove	210	target	170	milani	3.1K
the best	180	boots	20	essence	950
				thrive	890

SPATE POV

The growth in searches for tubing mascara, as well as searches for retailers like *Ulta*, *Sephora*, *Target*, and *Boots* alongside it indicate this is a trend that consumers are looking to get their hands on soon. With a predicted YoY growth rate of +29.5% and a very likely predicted growth score, this makeup trend is one to watch. The top searched questions alongside tubing mascara like *what is*, *review*, *how to remove*, and *the best* highlight the consumer's interest in this product format.



TALKING TEXTURE

Top predicted trends in 2024 reveal consumers are looking beyond the basics, entering back into the world of color, with the goal of appearing *luminous*, *plump*, and *blurred* in all the right places.

These texture-focused benefits alongside texture and formula-centric trends emphasize a growing importance of a highly sensorial beauty experience.

“ASMR has become a huge a movement of people realizing that texture and the tactile nature of things is very pleasing to humans. We see the increased importance of texture in makeup trends like cluster lashes, tubing mascara, and water based foundations. Tubing mascara, as a key example, has a very visual, sensorial removal process.”

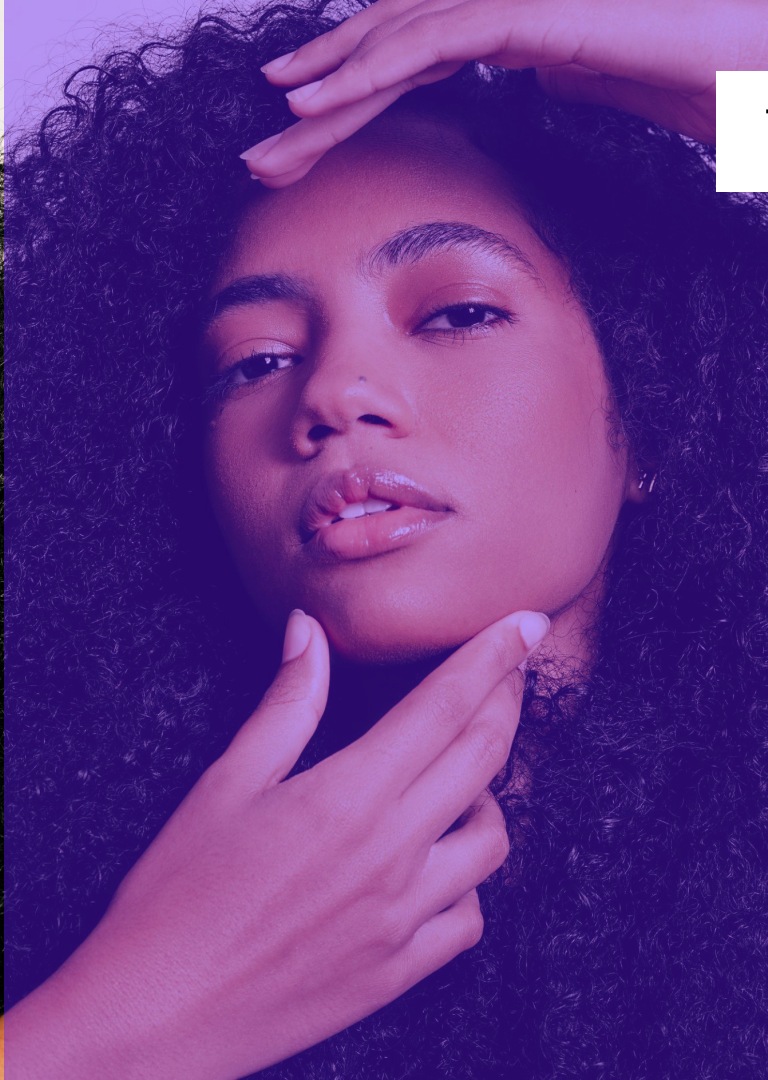
Jennifer G. Sullivan

Beauty Journalist & Co-Founder of Fat Mascara

“Predicted trends reveal a shift away from the stereotypical Instagram makeup look which prioritized technical skill and hard-edge color. Trends such as Douyin makeup, water based foundation, blush stick, and skin tints highlight the consumer’s interest in the plump, juicy, no-makeup makeup.”

Jessica Matlin

Director of Beauty at Moda Operandi & Co-Founder of Fat Mascara



TOP TRENDING MAKEUP CLAIMS

The increasing searches for *glow*, *luminous*, and *dewy* makeup benefits support the consumer's continued desire for radiant finishes, aligning with a desire for makeup that enhances natural beauty. The increase in searches for *SPF* and *moisturizing* alongside makeup reflects a growing awareness of the importance of sun protection and the possibility for skincare ingredients in makeup products. This trend of multifunctional beauty solutions, is not new and shows no signs of going anywhere. The popularity of claims like *setting* and *blurring* showcase the demand for makeup that creates a smooth and youthful appearance, not yet a full matte face, but one with a glow-from-within. The emphasis on *clear* and *weightless* makeup benefits highlights a consumer interest in makeup products that are light and breathable reflecting a preference for natural beauty.

MAKEUP CLAIMS BY INCREASE

Trend	Increase↓
setting	+98.3K
glow	+50.8K
spf	+11.8K
luminous	+11.4K
plump	+10.1K
clear	+9.4K
dewy	+4.5K
moisturizing	+3.8K
weightless	+3.6K
blurring	+3.1K

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



TOP TRENDING MAKEUP CONCERNS

The surge in searches for *mature skin* and *mature eyes* reflects a growing demand for makeup solutions tailored to the unique needs and concerns of aging skin. The interest in *oily*, *non-comedogenic*, and *blemish* suggests a consumer focus on acne-safe, non-pore-clogging makeup formulations. Searches for *cakey makeup* and *dry lips* reveal a desire for makeup products that provide a smooth, natural finish without appearing heavy or exacerbating dryness. The attention to concerns like *rosacea* and *brown spots* reveals a trend towards makeup that offers coverage and color correction for various skin conditions, catering to diverse beauty needs.

MAKEUP CONCERNS BY INCREASE

Trend	Increase↓
mature skin	+8.6K
oily	+3.6K
non comedogenic	+2.1K
blemish	+1.6K
cakey makeup	+1.5K
mature eyes	+1.3K
rosacea	+1.1K
droopy eyes	+345
brown spots	+328
dry lips	+246



MATURE SKIN

The beauty industry is witnessing a notable revival of mature skin concerns. However, in many cases, instead of seeking to treat these concerns, consumers are simply looking for makeup and skincare products that work *with* their skin.

Consider what this growing trend says about aging consumer bases, and how to address these needs in innovative ways.

“Mature skin is back on the map — maybe a euphemism for ‘anti-aging’ — but essentially serving the same customer and need. We know that Gen X has massive spending power and is driving a major segment of the beauty industry across skincare, haircare, and color. Look no further than Jones Road to see a success story there.”

Jessica Matlin

Director of Beauty at Moda Operandi & Co-Founder of Fat Mascara

2024 TRENDS: **BODY**



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

2024 PREDICTED TRENDS

Trends per category ranked by predicted growth:

BODY	
Trend	Predicted Growth ↓
cold plunge	+35.3%
retinol body lotion	+28.4%
vanilla lotion	+23.7%
athlete's foot cream	+21.4%
silicone body scrubber	+20.6%
body shimmer oil	+20.0%
antibacterial body wash	+18.2%
shower filter	+15.5%
aluminum free deodorant	+12.8%

FRAGRANCE	
Trend	Predicted Growth ↓
pheromone perfume	+28.8%
cherry perfume	+22.3%
amber perfume	+21.8%
travel perfume	+20.4%
perfume subscription	+17.9%
vanilla perfume	+16.5%
body spray	+14.3%
musk perfume	+13.9%

BATH & BODY SPOTLIGHT

COLD PLUNGE

HOW BIG IS THIS TREND

High Volume
70.7K average monthly searches

HOW COMPETITIVE IS THE SPACE?

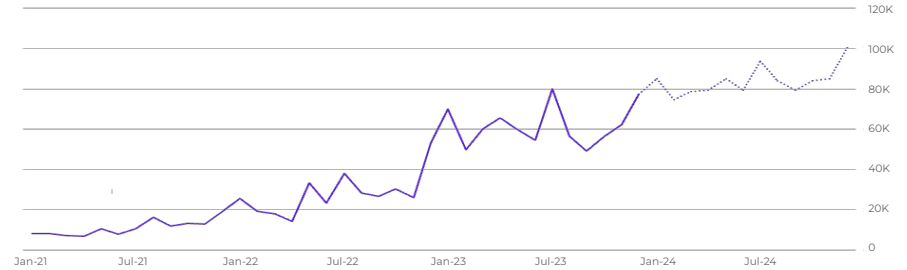
No Competition
8.4K average brand searches

WHO OWNS THE MARKET SHARE?

Very Few Market Leaders
1 Market Leaders

WILL IT LAST?

Very Likely



STATS:

+35.3%

PREDICTED 2024
YEAR-OVER-YEAR
GROWTH

RELATED SEARCHES:

Questions	Volume+	Format	Volume+	Brands	Volume+
used for	390	pore mask	7.9K	ole henriksen	8.4K
how to	250	therapy	250		
best	90	bath	110		
how long	90	portable	70		

SPATE POV

The growth in searches for cold plunges over the past two years highlight the consumer's interest in full body wellness practices. Top searched questions such as *used for*, *how to*, *best*, and *how long* highlight the curiosity many consumers are exploring when it comes to the cold plunge. Interestingly, the top searched format alongside cold plunge include *pore mask*. Searches for the Ole Henriksen cold plunge pore mask reveal the success of a skincare brand for adopting wellness trend terminology in an unlikely product. Other formats like *therapy*, *bath*, and *portable* reveal the kinds of experiences consumers are looking to have with the cold plunge.



TOP TRENDING BATH & BODY CLAIMS

The increasing interest in *unscented*, *hypoallergenic*, and *antifungal* bath and body benefits suggests a consumer preference for gentle and skin-friendly products, especially for those with sensitivities or allergies. Searches for *[blemish] control* and *skin repair* indicate a growing demand for body care items that not only cleanse but also target specific skin concerns, reflecting a holistic approach to body care. The popularity of *fresh* and *glow* highlights a desire for products that provide a revitalizing and radiant effect, contributing to an overall sense of well-being. The increase in searches for *soothing*, *intensive*, and *soft* reveal the marketing claims consumers are sticking to. Brands should use this as an opportunity to market bath and body products in a way that suggest luxurious and pampering experiences that promote relaxation and hydration.

BATH & BODY CLAIMS BY INCREASE

Trend	Increase↓
unscented	+10.7K
antifungal	+10.7K
[blemish] control	+6.4K
fresh	+5.4K
glow	+5.1K
skin repair	+5.0K
soothing	+4.6K
intensive	+3.8K
soft	+2.3K
hypoallergenic	+1.6K

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters

TOP TRENDING BATH & BODY CONCERNS

The surge in searches for concerns like *rash*, *bumps*, and *sensitive skin* indicates a heightened consumer focus on addressing skin sensitivities and irritation, reflecting a growing demand for gentle and soothing bath and body products. Searches for *chafing* and *sweating* suggest a desire for solutions that alleviate discomfort and provide freshness, aligning with an active lifestyle. The interest in concerns like *perioral dermatitis*, *spots*, *blemish* and *bacne* reveals a trend towards body care products that not only cleanse but also target specific skin issues, emphasizing a comprehensive skincare approach. The focus on *aging* highlights a growing awareness of body care as part of an overall anti-aging and skincare routine, reflecting a desire for products that address more traditional skincare concerns.

BATH & BODY CONCERNS BY INCREASE

Trend	Increase↓
rash	+12.1K
bumps	+9.6K
sensitive skin	+8.7K
chafing	+8.3K
sweating	+5.6K
perioral dermatitis	+3.5K
spots	+3.2K
aging	+2.0K
blemish	+1.8K
bacne	+1.5K

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



FULL BODY CARE

Lotions, cleansers, filters — oh my! As more and more consumers consider how they treat their skin below the neck, holistic beauty and body care trends come to the forefront.

As brands navigate the rapidly changing body care space, they should pay close attention to the experience. How can body care be acts of self care? And how can acts of self care become beauty rituals?

“The success of The Ordinary drove consumer awareness of specific ingredients, expanding now into curiosity to full-body care solutions like retinol body lotion. Body care continues to drive growth in the realm of large format skincare, but treatments and experiences also come to the forefront.

With the increased visibility of travel — and experiences on TikTok — treatments tied to cultural practices, like the Scandinavian cold plunge or Temazcal sweat lodges gain popularity as beauty rituals themselves.”

Jennifer G. Sullivan

Beauty Journalist & Co-Founder of Fat Mascara

2024 TRENDS: FRAGRANCE



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

2024 PREDICTED TRENDS

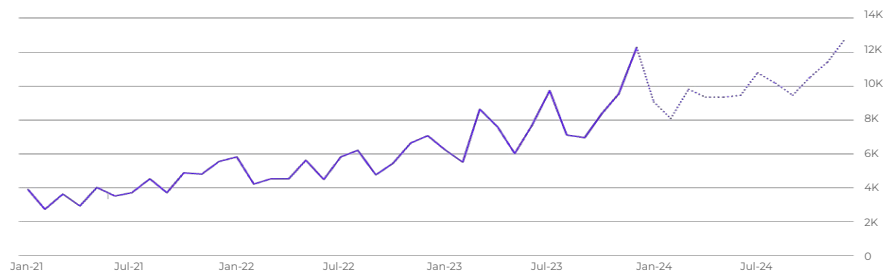
Trends per category ranked by predicted growth:

BODY	
Trend	Predicted Growth ↑
cold plunge	+35.3%
retinol body lotion	+28.4%
vanilla lotion	+23.7%
athlete's foot cream	+21.4%
silicone body scrubber	+20.6%
body shimmer oil	+20.0%
antibacterial body wash	+18.2%
shower filter	+15.5%
aluminum free deodorant	+12.8%

FRAGRANCE	
Trend	Predicted Growth ↓
pheromone perfume	+28.8%
cherry perfume	+22.3%
amber perfume	+21.8%
travel perfume	+20.4%
perfume subscription	+17.9%
vanilla perfume	+16.5%
body spray	+14.3%
musk perfume	+13.9%

FRAGRANCE SPOTLIGHT

AMBER PERFUME



HOW BIG IS THIS TREND

Medium Volume
14.0K average monthly searches

HOW COMPETITIVE IS THE SPACE?

Very High Competition
16.1K average brand searches

WHO OWNS THE MARKET SHARE?

Few Market Leaders
5 Market Leaders

WILL IT LAST?

Very Likely

STATS:

+21.8%

PREDICTED 2024
YEAR-OVER-YEAR
GROWTH

RELATED SEARCHES:

Product Format	Volume±	Notes	Volume±	Brands	Volume±
oil	3.2K	vanilla	890	viktor & rolf	5.8K
spray	260	saffron	240	michael kors	4.0K
roll on	90	ginger	180	prada beauty	1.1K
gift set	70	bergamot	180	aerin	690
		sandalwood	150		

SPATE POV

The growth in searches for amber perfume in the last two years, as well as the predicted growth of +21.8% in the upcoming year indicates this perfume trend is one top of mind for the modern fragrance consumer. Trending notes searches alongside amber perfume such as *vanilla*, *saffron*, and *ginger* reveal that consumers are looking for warm and gourmand scents. Top volume product formats alongside amber perfume such as *oil*, *spray*, *roll on*, and *gift set* offer great opportunities for brands to attract new consumers by bringing their portfolio scents across different formats.

TOP TRENDING FRAGRANCE CLAIMS

The increasing searches for *intense*, *fresh*, and *long-lasting* fragrance benefits indicate a consumer preference for impactful and enduring scents that contribute to a memorable olfactory experience. The interest in *wild*, *niche* and *aromatic* alongside fragrance suggests a desire for unique fragrances, reflecting a trend towards unconventional and diverse scent profiles. Searches for *safe* and *antibacterial* highlight a growing awareness of ingredient safety when it comes to personal fragrance. The focus on *concentrated* benefits alongside fragrance supports the consumer trend toward products that pack a punch.

FRAGRANCE CLAIMS BY INCREASE

Trend	Increase↓
intense	+47.7K
fresh	+9.5K
long lasting	+3.3K
wild	+3.1K
glow	+2.9K
aromatic	+2.3K
safe	+2.3K
niche	+784
concentrated	+582
antibacterial	+547

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



TOP TRENDING **FRAGRANCE CONCERNS**

The surge in searches for *toxic* fragrances indicates a growing consumer awareness and concern regarding the potential harmful ingredients in traditional perfumes, highlighting a shift towards cleaner and more transparent formulations. The interest in *body odor* suggests a trend towards fragrances that address not only scent preferences but also related body concerns. This trend supports the consumers desire for multi-functional and body-positive products. The focus on these concerns reflects a broader consumer behavior trend toward holistic beauty, emphasizing the importance of overall well-being, safety, and the desire for fragrance products that align with personal health goals.

FRAGRANCE CONCERNS BY INCREASE

Trend	Increase↓
toxic	+2.3K
body odor	+345

Source: Google Search data, average monthly search volume increase comparing the past 12 months ending November 2023 vs the 12 months prior (US); Rising Clusters



FOODIE FRAGRANCE

Gourmand fragrances dominate the trends predicted to grow in 2024. According to Fat Mascara, consumers wanted to evoke the aura of their favorite food or beverage in 2023, and in 2024 they want to smell like it.

Understanding the qualities consumers hope to evoke with this growing trend is essential. Consider ways to play up the attraction-enhancing sweetness of pheromones and how vanilla, for example, can compare.

“I see no end to gourmand fragrances, and I think it’s also aligned with the foodie beauty movement. The gourmand trend reflects an overall desire for delectable and delicious experiences — from lifestyle to makeup to fragrance. This trend, seen in scents like amber, cherry, and vanilla perfumes, creates warm and cocooning sensations. The rise of pheromone perfumes also suggests a preference for unique and individualized fragrances.”

Jennifer G. Sullivan

Beauty Journalist & Co-Founder of Fat Mascara



FOREVER FRAGRANCE

Fragrance has always been personal, and as a new generation of fragrance consumers gain buying power, nostalgic trends such as pheromone perfume and vanilla perfume come to the forefront of the category. The trends may change, but consumers have always looked toward fragrance to leave a lasting impression. Brands should market fragrances not only for the notes — which indeed, are important — but for the experience as well.

"Pheromone perfumes used to be advertised in the back of comic books and old magazines, and it was widely agreed upon in the fragrance community that they were a sham. But I think the rise of the trend supports the magic of fragrance, and the idea that there is a new young fragrance audience searching to use fragrance the same way that we all used fragrance when we were younger: to make you the most attractive, powerful magnetic person you could possibly be."

Jessica Matlin

Director of Beauty at Moda Operandi & Co-Founder of Fat Mascara

SPATE POV

In 2024, consumers are seeking impactful solutions. Whether on the go or in comprehensive experiential packages, products that deliver results take center stage, with multifunctional options remaining a top priority.

Sensorial solutions. Experiences play a crucial role, with trends like oil-based cleansers, head spas, water-based foundations, cold plunges, everything showers, and more capturing consumer attention. Whether through unique textures or immersive experiences, products that become rituals or simply feel exceptionally good are the ones consistently being restocked.

On-the-go. As in-person interactions increase, leaving less time for lengthy morning routines. Heatless curls, bronzer sticks, blush sticks, shampoo bars, and travel-sized fragrances are in demand, catering to consumers in 2024 who seek products that can accompany them anywhere.

Beauty that shines through. A focus on natural beauty is evident in the rise of trends such as skin tints, lip oils, and pheromone perfumes. Consumers are embracing products that enhance their natural beauty rather than covering it up. Addressing concerns like vitamin deficiency for hair loss indicates that consumers are keen on addressing the root causes of their beauty concerns.



IN CONCLUSION

"It may seem like beauty culture moves at warp speed, but we're all still feeling the lingering effects of the pandemic and a general sense of unease in the world, and that means people are leaning into nostalgia and looking for comfort, personalization, and multi-sensorial experiences that make them feel alive. The products that feel good and make us look bright and healthy are the ones that will win in 2024."

Jennifer G. Sullivan & Jessica Matlin

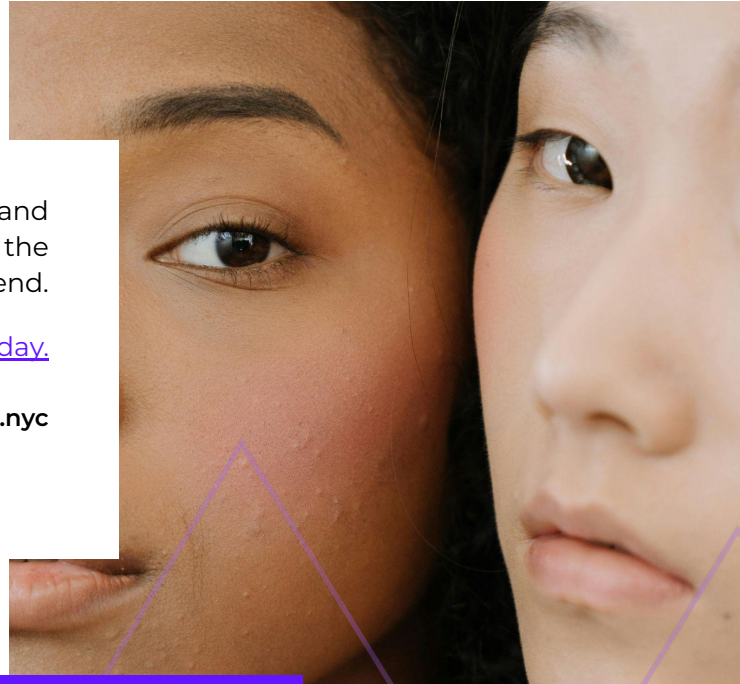
Co-Founders of Fat Mascara

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60M TikTok videos to spot the
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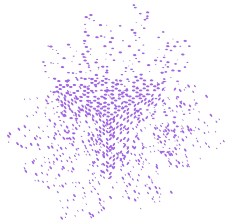
SPATE



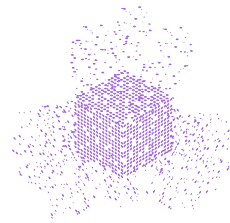
[APPENDIX]

SPATE METHODOLOGY

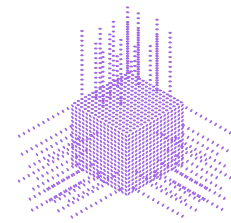
Spate is an innovative data platform that allows users to discover and detect trends across google search and TikTok. The Spate dashboard analyzes over **20 billion search signals** and over **60 million beauty-related TikTok videos** across the Globe to answer three crucial questions for the beauty and wellness industry. What's the next big trend? Who's owning the space? How to position the trend?



20+ billion beauty-related search and TikTok signals



Artificial Intelligence for identifying trend clusters



Trends classification for insights and implications

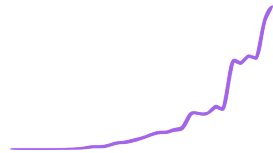


THE METRICS: DATA TRANSLATION

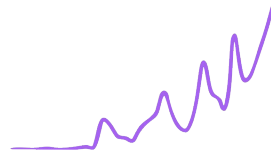
- *Volume:*
Monthly search volume averaged over the last 12 months
- *Increase:*
The difference in the average search volume of the past 12 months and the average of the previous 12 months
- *Predicted Growth:*
Predicted 12 months vs. actual 12 months growth rate

CLUSTERING EXPLAINED

To identify top trends, we categorize Spate data into six different clusters based on similar trend behaviors.



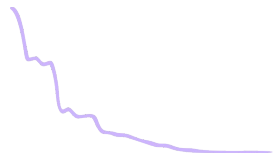
SUSTAINED RISERS



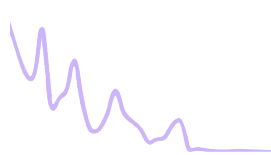
SEASONAL RISERS



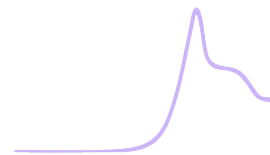
RISING STARS



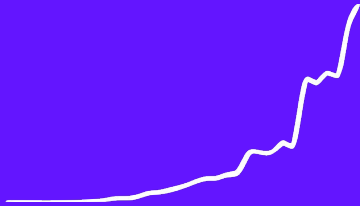
SUSTAINED DECLINERS



SEASONAL DECLINERS

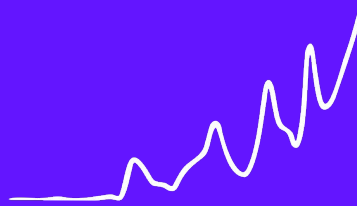


FALLING STARS



SUSTAINED RISERS

Steady growth over the past years, these trends are safe bets



SEASONAL RISERS

Seasonal trends that are likely to come back even stronger



RISING STARS

Sudden growth within the past months, these trends are riskier

HEALTH STATS EXPLAINED



HOW BIG IS THIS TREND

This metric assesses the size of a trend using monthly Search Volume relative to its category.

Very High Volume trends are well established trends among consumers.

High Volume trends are those with high consumer awareness.

Medium Volume trends are fairly well known by consumers.

Low Volume trends have low consumer awareness.

Very Low Volume trends represent emerging niche opportunities.



HOW COMPETITIVE IS THE SPACE?

This metric assesses how much of organic search are brands-related. It represents the top of mind brands that consumers search alongside a trend.

Very Low / No Competition indicates there are little to no brand searches alongside a trend.

Low Competition indicates that there are a few brand searches alongside a trend.

Medium Competition indicates that there are some brand searches alongside a trend.

High Competition indicates that there are several brand searches alongside a trend.

Very High Competition indicates there are many brand searches.



WHO OWNS THE MARKET SHARE?

This metric assesses the presence or lack thereof of a market leader.

Very Few Market Leaders indicates a market in which very few brands own >80% of the share.

Few Market Leaders indicates a market in which a few brands are in high competition.

Several Market Leaders indicates a market in which there are several brands in competition.

Many Market Leaders indicates a market for which there are many brands in competition but no clear winners.

No Market Leaders indicates a market for which there is either fierce competition or an emerging market with no distinct players.



WILL IT LAST?

This metric assesses the likelihood that a trend will continue to grow within the next 12 months.

Very Likely indicates a >90% confidence that a trend is predicted to grow.

Likely indicates with strong confidence that a trend is predicted to grow.

Uncertain indicates an equal likelihood that a trend is predicted to grow or decline.

Unlikely indicates with strong confidence that a trend is predicted to decline.

Very Unlikely indicates a >90% confidence that a trend is predicted to decline.