

MINTEL

GLOBAL BEAUTY AND PERSONAL CARE TRENDS

Understand what's new and next in consumer behaviour and the impact on beauty and personal care marketing and innovation.





Editors' Note

Welcome to Mintel's 2024 Global Beauty and Personal Care Trends.

It's been a year of change (aren't they all). With the lingering effects of the COVID-19 pandemic, fluctuating economic instability, increasing political unrest and new artificial intelligence around every corner, many consumers feel overwhelmed and distracted, resulting in interesting behaviour shifts. This year, we are calling out three trends that we think are particularly interesting for beauty and personal care (BPC) brands to pay attention to—now and in the future. They are 'NeuroGlow', 'Beaut-AI' and 'Sophisticated Simplicity'.

For those new to Mintel's annual trend predictions—or as a reminder to those who may have forgotten—our living, growing prediction model adapts to the unforeseen. Centred around the seven Mintel Trend Drivers—Well-being, Surroundings, Technology, Rights, Identity, Value, and Experiences—the model supports the fluid acceleration or deceleration of a trend according to the reality of individual markets. It allows us to be more adaptive and reactive to change and to continue to focus on the future.

Simply put, through our trend predictions, we recommend how beauty and personal care brands can grow from shifts in consumer attitudes and behaviours.

Unlike other trends in the marketplace, our trends are backed by robust data and expert opinions, ensuring that what you read here is meaningful and actionable rather than guesswork, abstract ideas, a viral fad or—dare we say—just 'fluff'. After you've read and digested the trends, you'll probably think about what comes next. For example, 'How do I bring this to life for my brand?' 'How can I effectively prioritise which trends offer the greatest opportunity for growth?' That's the perfect time to get in touch. Our team is well-versed in building brand-specific trend frameworks that answer these questions and more.

If you're a Mintel client, contact your Account Manager for more information. If you're not a Mintel client, visit [mintel.com](https://www.mintel.com) to get in touch. Either way, we look forward to hearing from you.



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01 NeuroGlow

The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected.

Consumers are prioritising wellness to feel better in body and mind. Brands can help usher consumers into the next chapter, which involves incorporating stress relief techniques, healing practices, targeted supplements and revised daily routines to elevate the role of beauty in a more

enriching life. The 'NeuroGlow' trend offers a comprehensive approach to beauty, improving external appearances and enhancing mental and emotional well-being through technology integration, partnerships, inclusivity and personalisation.



What's happening next

The mind-body connection is critical in elevating beauty's role in overall well-being. Addressing psychological factors such as stress, anxiety and mood through mindfulness, meditation and stress reduction practices can positively impact the appearance of skin and hair and enhance overall well-being.

Practices like psychodermatology and neurocosmetics will gain traction with consumers around the world. Psychodermatology explores the relationship between psychological well-being and skin health, while neurocosmetics focuses on the mind-skin connection. Products and rituals incorporating sensory experiences, aromatherapy and positive affirmations can be developed to uplift the mind and promote healthier skin.

Mental and physical well-being are different for every person. As a result, brands need to acknowledge that personalised approaches to beauty and wellness are necessary so that

individuals can tailor their routines to meet their specific needs. This could include personalised supplement plans, skincare regimens and self-care practices.

Recognising the importance of nutrition in achieving beauty from within is central to the mind-body connection. Targeted supplements and nutrient-rich 'snacks' can be integrated into daily routines to provide essential vitamins, minerals and antioxidants to support mental and physical health.

Even though more BPC products than ever are claiming to offer mental health benefits, rates of loneliness and depression continue to climb. Consumers are beginning to recognise that while appearance and self-care are important, BPC products are not a 'cure-all' for life's challenges. They will increasingly mistrust brands that pretend otherwise. Consumer groups engage with the beauty industry in different ways, affecting the value they derive—or don't derive—from self-care.



of Chinese adults say 'actively seeking ways to reduce stress' describes them very well or somewhat describes them*.



of Mexican adults strongly or somewhat agree that looking good makes them feel more confident**.

*Base: 1,000 Chinese internet users aged 18+; Source: [Mintel Global Consumer](#), The Holistic Consumer, March 2023

**Base: 1,000 Mexican internet users aged 18+; Source: [Mintel Global Consumer](#), Beauty, Personal Care and Household, March 2023

What's happening next

81%

of Brazilian adults strongly or somewhat agree that beauty brands should provide more scientific evidence to validate the claims they make (eg reducing wrinkles).



Base: 1,000 Brazilian internet users aged 16+; Source: [Mintel Global Consumer](#), Beauty, Personal Care & Household, March 2023

79%

of French adults strongly or somewhat agree that a healthy diet plays an equally important role as beauty products in enhancing beauty.



Base: 1,000 French internet users aged 16+; Source: [Mintel Global Consumer](#), Beauty, Personal Care and Household, March 2023



70%

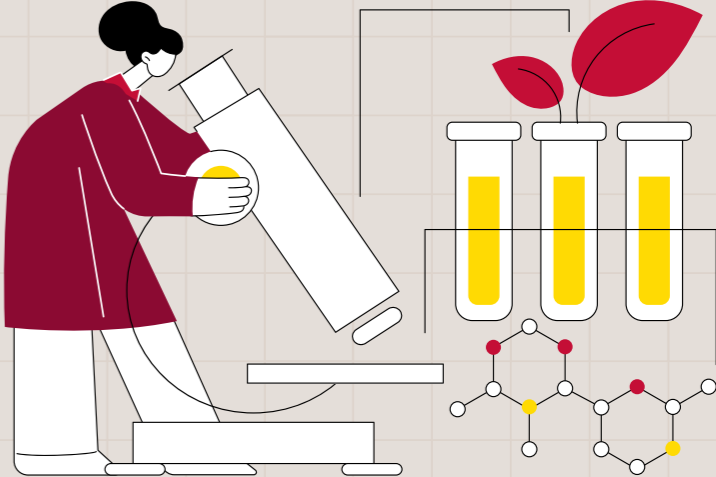
of US consumers are interested in and willing to pay more for BPC products with mood-boosting qualities (eg de-stressing).

Base: 1,973 US internet users aged 18+ who buy select personal care products; Source: [Mintel Reports US](#), [The Personal Care Consumer](#), 2022

50%

of Indian adults have heard of biotech beauty and know what it means.

Base: 1,000 Indian internet users aged 18+; Source: [Mintel Global Consumer](#), Beauty, Personal Care and Household, March 2023



29%

of German adults say they have not used DNA analysis to set up a personalised health programme but would be interested in doing so in the future.

Base: 2,000 German internet users aged 16+; Source: [Mintel Reports Germany](#), [Future of Health Technology](#), 2023

How brands are innovating

NEW! BIOME+™ COLLECTION

Microbiome-friendly skincare that powers a healthy skin barrier—your first line of defense against dryness, dullness and visible signs of stress



Source: Image Skincare

US-based Image Skincare's Biome+ range features ashwagandha as a hero plant, with microbiome-friendly squalene and adaptogenic plant extracts. It represents a shift towards neurocosmetic and psychodermatological beauty through an adaptogen- and nootropic-revival.



Immunight™ & Regenight™

Mind and Skin rest for nighttime skin recovery

Good sleep is one of the most important secrets to maintaining skin beauty. Immunight™ and Regenight™ offer two independent breakthrough solutions aligned with the beauty sleep trend to improve skin immunity or regeneration, the two processes most affected by sleep disturbance.



Source: Lucas Meyer Cosmetics

The Regenight range from Lucas Meyer Cosmetics by IFF in Canada restores antioxidant capacity to improve nighttime skin regeneration and repair daily skin damage. It works through inhalation and topical application, two complementing pathways to boost skin's nighttime recovery, giving a revitalised appearance in the morning.

Lycopure is a Japanese brand centred around 'nutricosme' (nutrition and cosmetics). One of its key ingredients is BH Tomato, which is rich in Gamma-aminobutyric acid and known, known to benefit sleep by aiding relaxation.

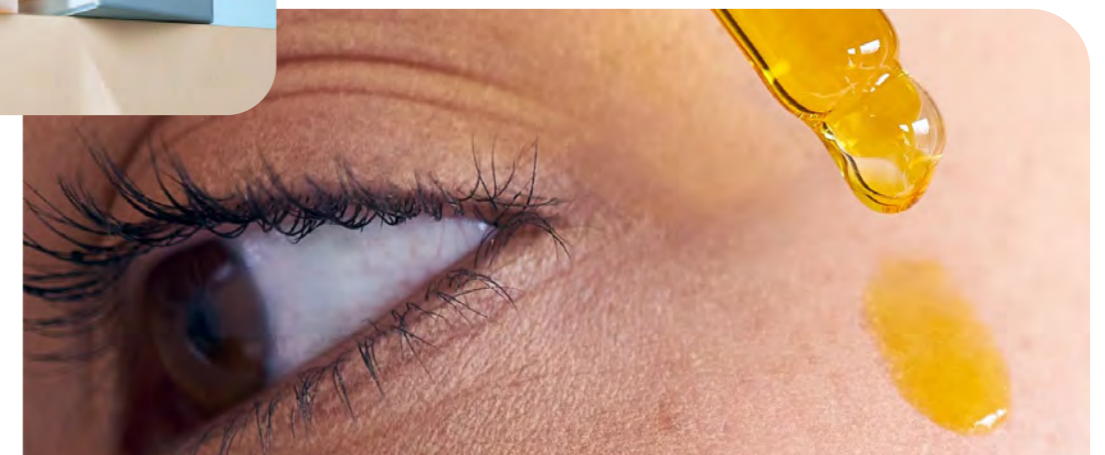


Source: lycopure.jp



Source: peaceandpure.com

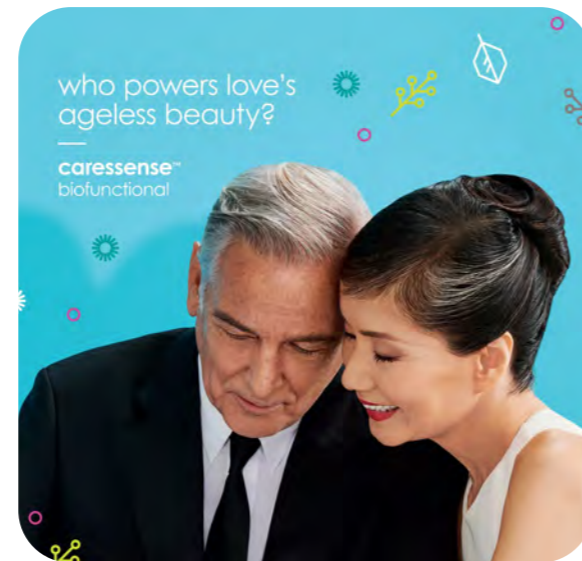
Peace & Pure in the UK developed new concepts to complement its Timeless Elixir Facial Serum, which nourishes the skin, mind and spirit. The new concepts provide a comprehensive anti-ageing routine based on neuroscience research. The signature ingredient, PhytoNeuro Complex, claims to work by blocking cortisol production in the skin, supporting skin rejuvenation and mental relaxation by improving keratinocyte proliferation and dopamine release.



How brands are innovating

Ashland Caressense biofunctional is a phytofermented extract inspired by research on the connection between 'skin and emotions' and the 'science of love'. The natural bioactive claims it can activate the skin's touch sensors, the piezo, to release 'feel-good' and anti-ageing molecules for feeling and ageing benefits.

Source: Ashland



TiMood from Mibelle Biochemistry in Switzerland, is a neuroactive ingredient based on Himalayan timut pepper which is intended to improve skin and emotional well-being. The technology is said to protect neurons from ageing, support a healthy and even skin complexion, improve well-being under stress and stimulate the skin-brain connection.

Source: mibellebiochemistry.com



Given the emerging evidence that taking probiotics can disrupt the balance of bacteria in the intestinal tract of healthy people, US-based preventive health and longevity company **Viome** offers personalised health insights, food recommendations and supplements based on an at-home health intelligence test kit.

Source: Viome

You'll receive between 8 and 16 well-studied, evidence-based probiotic strains and prebiotic fibers

Based on your Gut Intelligence Test scores, we select the most effective ingredients for your daily biotic blend.

Ingredient	CFU
Apple Fiber	1250 mg
B. animalis subsp. lactis HN019	500 M CFU
B. Breve B-03	18 CFU
B. longum BL-20	13.8 CFU
B. longum subsp. infantis B-20	400 M CFU
Lactobacillus casei Shirota	18 CFU
Lactobacillus reuteri DSMZ 1618	18 CFU

Custom Probiotics

Discover how easy it is to get all of the all the strains your body needs at the proper dosages to help improve digestion, reduce inflammation, gas and bloating, and increase your energy levels and well being. Take the guesswork out of choosing your probiotics blend.



L. ACIDOPHILUS NCFM
2.5 billion CFU/day

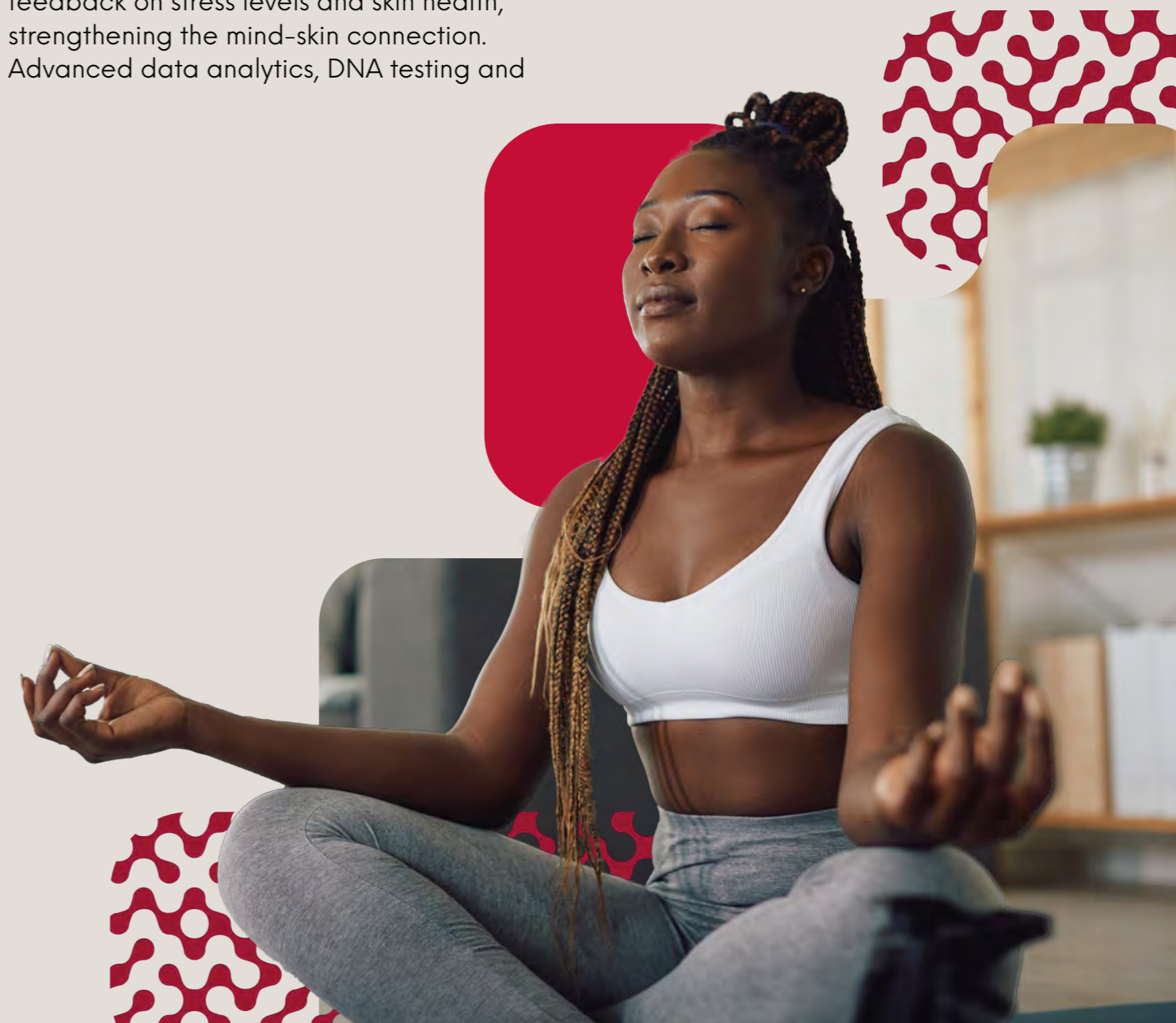
Future forecast

Looking ahead, as our understanding of the mind-body connection deepens, the trend of integrating mental well-being into the beauty industry will become mainstream. Beauty brands, retailers, and wellness providers will include mental well-being practices as a fundamental part of their customer strategy.

Technology will play a vital role in this trend, with artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) applications personalising beauty experiences, tracking well-being metrics and offering virtual wellness consultations. Wearable devices will provide real-time feedback on stress levels and skin health, strengthening the mind-skin connection. Advanced data analytics, DNA testing and

personalised algorithms will enable brands to innovate customised beauty products and regimens tailored to individual mental and physical needs.

This trend will drive scientific research in psychodermatology and neurocosmetics, leading to evidence-based practices and products. Through this trend, brands have the potential to shift consumers towards prioritising holistic well-being, including integrating mental well-being practices into daily life and promoting a balanced and mindful approach to overall beauty and health.



02 Beaut-AI

Artificial intelligence will transform the beauty industry by making it more personalised, efficient and effective, but governance and transparency will be critical to growth.

AI is revolutionising the beauty industry, accelerating product development and promoting inclusivity. By analysing data, learning patterns and generating insights, AI aids in addressing ethical concerns and speeding up new product development.

The 'Beaut-AI' trend identifies how beauty brands can leverage information, like customer feedback on social media, to identify gaps and create innovative products tailored to specific needs.



What's happening next

AI will permeate the beauty industry in the form of personalised recommendations, virtual try-on experiences and data-driven insights. By analysing social media trends, customer feedback and market research, AI will help brands identify emerging beauty preferences and eco-friendly options.

Transparency in AI systems will be crucial to building consumer trust and ensuring the disclosure of data sources and decision-making processes. Consumers will prioritise data protection and privacy by demanding customer consent and pushing brands to adhere to relevant regulations.

Inclusivity will be promoted through AI algorithms trained on diverse datasets, catering to a wide range of beauty need. Brands will be vigilant in monitoring and mitigating biases, which will become an essential component to preventing unintended discriminatory outcomes. Embracing the ethical aspect of AI will empower companies to innovate, accelerate product development and foster inclusivity in the beauty industry.

TikTok will continue to be an excellent platform for beauty brands because it's highly engaging, visually focused Gen Z- and influencer-friendly, and data-driven. As the platform becomes more popular, beauty brands will need to find

ways to use AI to create more engaging and personalised content. For example, analysing user data to identify trends and preferences, generating personalised recommendations and creating interactive experiences that allow users to try on products virtually.

AI will advance hyper-personalised beauty recommendations by analysing lifestyle factors, environmental conditions and genetic information. This customisation will allow beauty brands to create tailored products and experiences that will both attract consumers to new brands and encourage loyalty.

Virtual beauty assistants will provide personalised advice, tutorials and recommendations based on individual preferences. AI algorithms will suggest innovative product formulas and ingredient combinations. AR technology will offer real-time visualisation for informed decisions and further assist in localisation programmes, offering deeper connections through the use of language and regional accents. AI integration in beauty devices will enhance at-home treatments. AI can optimise sustainability practices in ingredient sourcing, packaging and waste reduction. Ethical AI governance will be crucial for addressing bias, privacy and responsible data use.

40% 

of Indian adults say enjoying being amongst the first to try new technologies describes them very well.

What's happening next

77%

of UK adults think technology is having a positive impact on accessing information.



Base: 2,000 UK internet users aged 16+; Source: Mintel Reports UK, [Digital Trends Spring, 2022](#)

49%

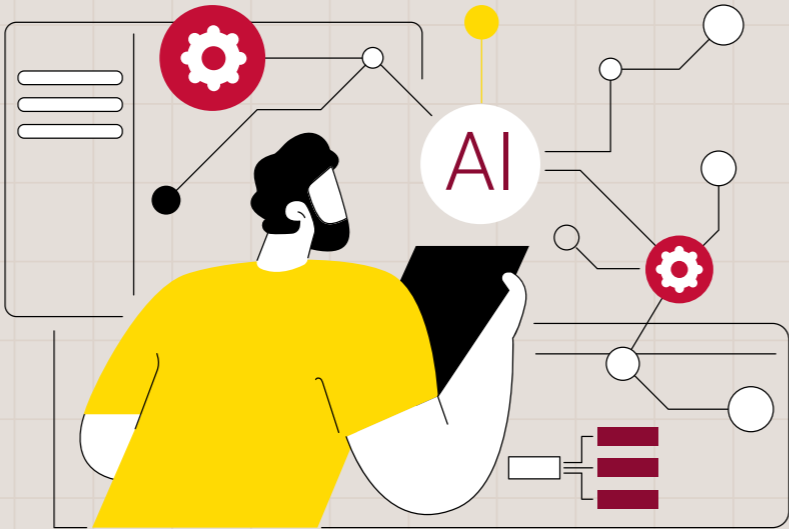
of Chinese adults agree when purchasing goods, AI-generated suggestions/solutions are more authentic and reliable than those provided by humans.



Base: 1,661 Chinese internet users aged 18-59 who know about generative AI; Source: Mintel Reports China, [Digital Trends \(1H\), 2022](#)

44%

of Canadian adults think that AI will have a somewhat or very positive impact on society.



Base: 1,500 Canadian internet users aged 18+; Source: Mintel Reports Canada, [Digital Trends: Consumer, 2021](#)

28%

of US consumers say they would be interested in trying hyper-personalised products (ie products developed through biometric data, eg DNA) and would be willing to pay more for them.



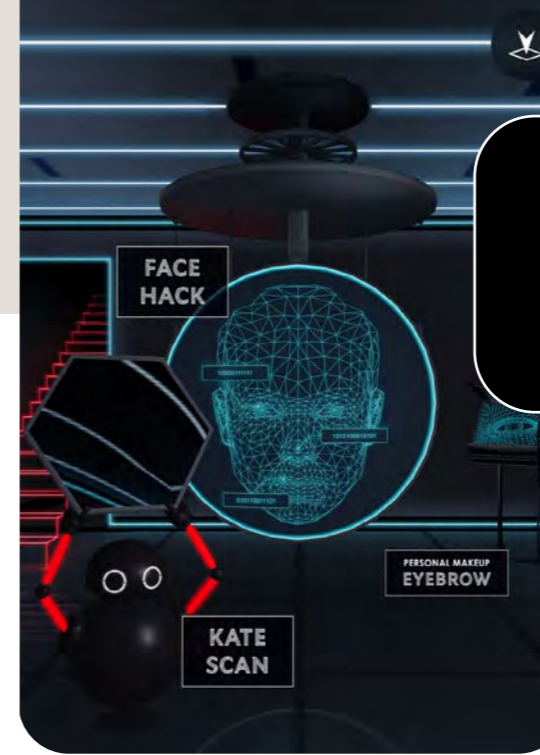
Base: 1,973 US internet users aged 18+ who buy select personal care products; Source: Mintel Reports US, [The Personal Care Consumer, 2022](#)

How brands are innovating



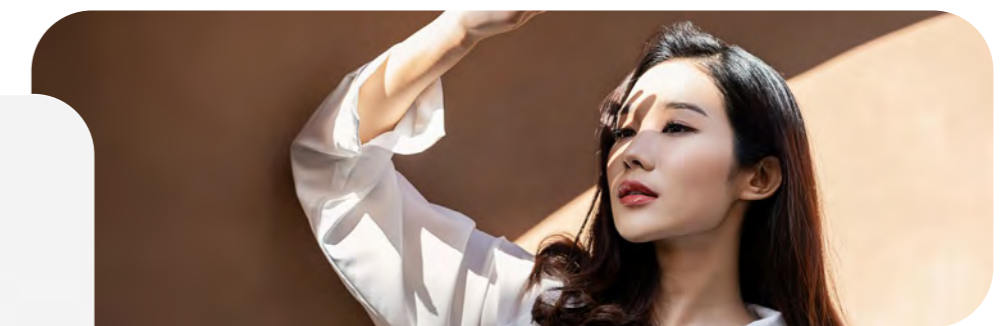
Source: tb-net.jp

Health and beauty manufacturer Takara Belmont plans to launch an AI-equipped smart mirror called Ecila that provides clear images both as a mirror and as a display. Designed to be used in hair salons, the mirror will help hair stylists better communicate with their customers and keep customers entertained.



Source: kate-zone.kao-kirei.com

Kate Zone, created by Japanese makeup brand Kate, is a virtual space divided into five zones and provides an immersive experience based around virtual makeup, as well as a wealth of information, knowledge, data and exclusive content.



Source: arctaphos.com

The Strengthening & Thickening Shampoo from Malaysian beauty brand Arcta PHOS is enriched with AI technology-discovered peptides. AI enables the brand to accelerate the discovery and prediction of bioactive molecules to include in product formulation.

To celebrate the 170th anniversary of Guerlain's famous Bee Bottle, the French perfume, cosmetics and skincare house trained its AI model to devise a daring and futuristic digital exhibition, reinterpreting the Bee Bottle through the ages, from its creation in 1853 through to 2193.



Source: Guerlain



Japanese beauty and health technology company YA-MAN's AI-powered facial device, Hakei, features technology that generates optimal waveforms to help products better penetrate the skin.



Source: ya-man.co.jp

How brands are innovating

US-based InFLOWS has developed what it says is the first generative AI system that quickly identifies green, sustainable alternatives to replace harmful ingredients in cosmetics.



Source: inglows-ai.com



Web3-ready beauty brand KIKI World's Nail Graffiti Pen was co-created by its customer community and produced using AI technology, presenting an innovative way to engage customers and reward loyalty.

Source: KIKI World

Source: styleseat.com

Motivated by how beauty is perceived differently across cultures, online beauty and wellness destination StyleSeat embarked on a project using Midjourney, an AI image generator, to showcase 'beautiful women' worldwide. The challenge was crafting an AI prompt, free from biases, to consistently generate images.

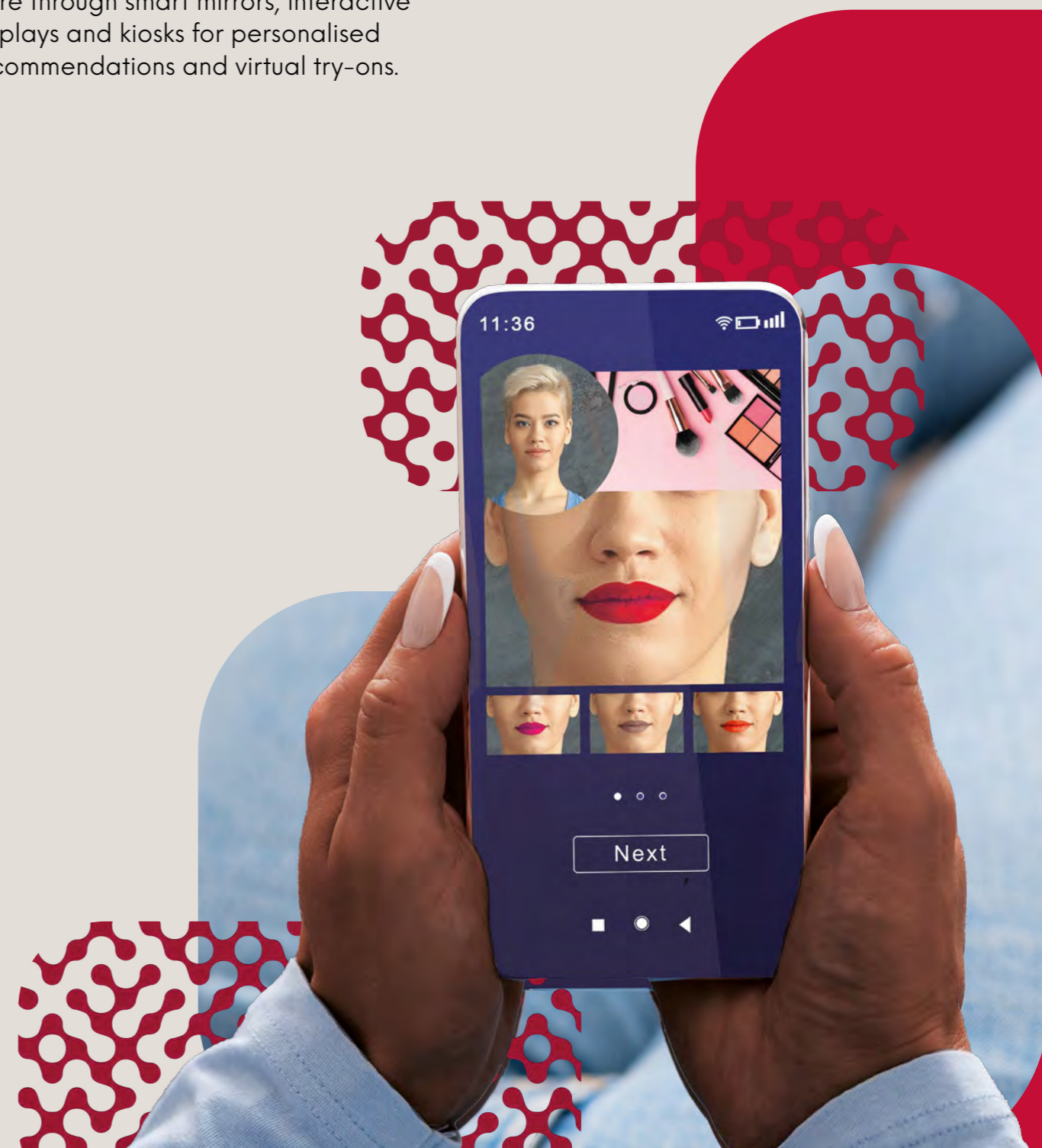


Future forecast

Looking ahead, AI will enable highly tailored beauty experiences based on individual preferences, genetics, environments and lifestyles. It will assist with precise skin analysis, personalised product recommendations and real-time wellness monitoring. AI collaborations with beauty professionals will generate new ideas based on feedback.

In retail, AI will integrate with the physical store through smart mirrors, interactive displays and kiosks for personalised recommendations and virtual try-ons.

AI can create realistic virtual influencers and tutorials, transforming influencer marketing. It could optimise sustainability and establish guidelines for fairness and transparency. The future of AI-driven beauty offers personalisation, advanced solutions, sustainability, co-creation and ethical considerations, providing consumers with innovative and inclusive experiences.



03 Sophisticated Simplicity

The beauty industry will experience a paradigm shift as consumers demand effective, high-quality products.

The beauty industry is experiencing a paradigm shift as consumers increasingly seek products that prioritise efficacy and functionality over extravagant packaging and flashy marketing campaigns. The emerging 'Sophisticated Simplicity' trend

emphasises the quality of ingredients, the proven effectiveness of products and the reassurance of simplicity. Consumers are more inclined to seek justification for premium pricing based on tangible results rather than superficial factors.



What's happening next

Consumers will continue to demand more and more transparency when it comes to beauty product ingredients. They will want to know not only what they are putting on their skin or in their hair, but they will come to expect that brands provide clear information about the benefits of active ingredients. This will allow consumers to make informed choices and reinforces the importance of efficacy in product selection.

Many beauty enthusiasts will seek scientific evidence to support product claims. Brands that can provide research, clinical studies or certifications to substantiate their claims of effectiveness will gain credibility and trust. Demonstrating the scientific basis behind a product will help consumers feel confident that they are investing in solutions that deliver tangible results.

There will be an opportunity for brands to emphasise minimalism and simplicity in packaging and design. Clean lines, muted colours and elegant aesthetics will create a sense of understated luxury. Brands that embrace minimalist packaging will not only convey a premium image but also align with the desire for uncluttered, stripped-back beauty routines.

Consumer focus will shift away from amassing an extensive collection of products to curating a carefully selected range of high-quality essentials. Consumers will prioritise efficacy and seek products that truly address their specific needs. Quality, effectiveness and long-term results are valued over a large quantity of products. The popularity of tailoring products to individual needs will continue to grow. Brands that offer personalised recommendations, customisable formulations or targeted solutions will gain an edge.

Building a community around a brand will be more crucial than ever. Brands that foster engagement, encourage user-generated content and collaborate with influencers who align with their values can amplify a message of efficacy and function. This sense of community and advocacy will help create a loyal customer base and increase brand visibility.

47% 

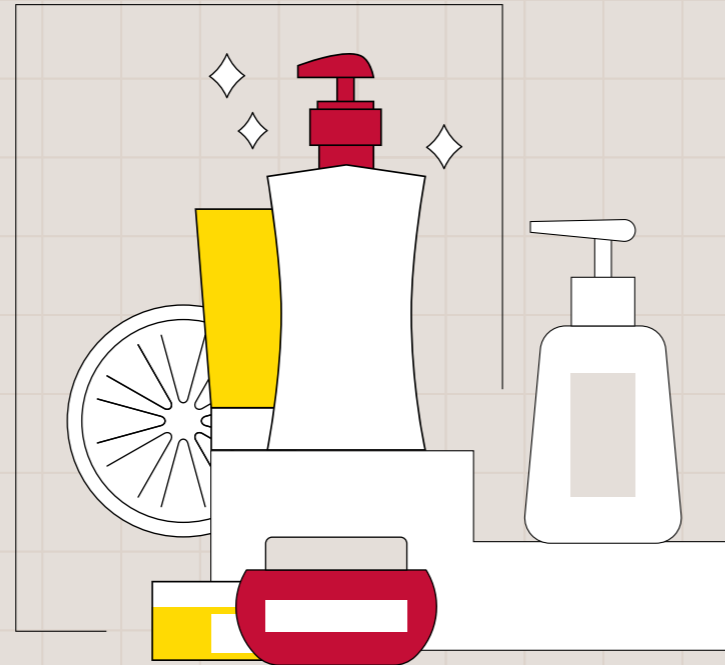
of Italian adults say they are buying fewer products than they did before due to concerns about the environmental impact of their beauty/grooming routine.

Base: 2,000 Italian internet users aged 16+; Source: Mintel Reports Europe, Sustainability behaviours in BPC, 2022

What's happening next

68%

of Chinese consumers say the statement 'I tend to buy the premium version of a product' describes them very well or somewhat describes them.



Base: 1,000 Chinese internet users aged 18+; Source: [Mintel Global Consumer](#), The Holistic Consumer, March 2023

79%

of South Africans say the statement 'it's worth paying more for products of a higher quality' describes them very well or somewhat describes them.



Base: 1,000 South African internet users aged 18+; Source: [Mintel Global Consumer](#), The Holistic Consumer, March 2023



66%

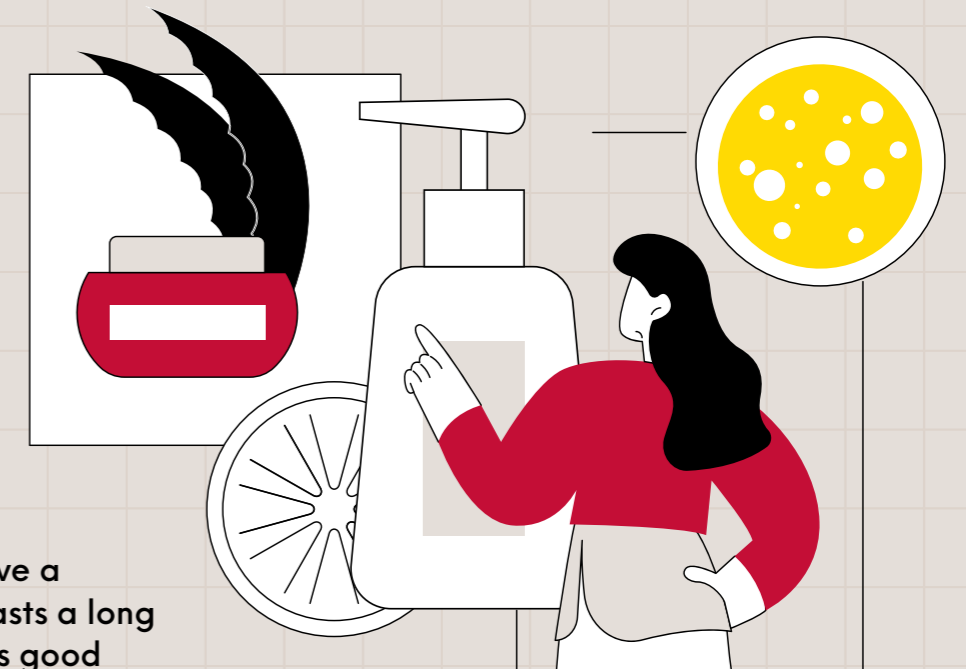
of US beauty buyers say they prefer to use high-quality products, regardless of price.

Base: 1,942 US internet users aged 18+ who purchased beauty or personal care products in the last 12 months; Source: [Mintel Reports US](#), [Beauty Retailing](#), 2021

40%

of French adults believe a beauty product that lasts a long time indicates that it is good value for money.

Base: 1,000 French internet users aged 16+; Source: [Mintel Global Consumer](#), Beauty, Personal Care & Household, September 2022

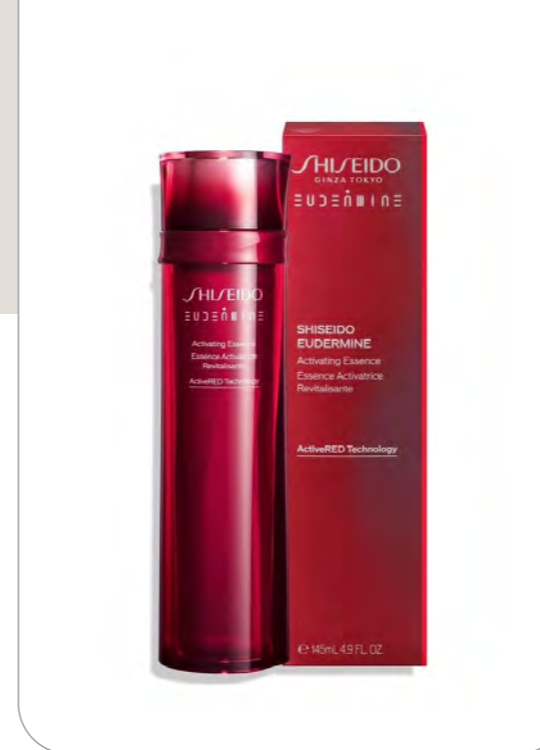


How brands are innovating

<p>DR. DENNIS GROSS ALPHA BETA PEEL STEP 1: SURFACE REFINER 30 for \$88</p>  <p>Exfoliating pads</p> <p>AHA/BHA pads to gently exfoliate for immediate radiance, refined pores, diminish lines & wrinkles, and clear blemishes</p>	<p>VS</p>	<p>BAREFACED TONING PADS II 60 for \$49</p>  <p>Exfoliating pads</p> <p>AHA and BHA pads for anyone who wants smoother, clearer skin.</p>
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Source: @skinskool via Instagram

Canada-based SKINSKOOL is an IP-protected, tech-driven searchable beauty marketplace and comparison platform that helps consumers find skincare, haircare and makeup products to suit their needs, budget and values.



Source: shiseido.co.jp

In 2023, Japanese multinational cosmetics company Shiseido renewed its first-ever lotion range, Eudermine, for the eighth time since launching in 1897. The latest version is powered with fermented kefir extract made from Japanese rice, and its ActiveRED technology helps skin absorb what it needs.

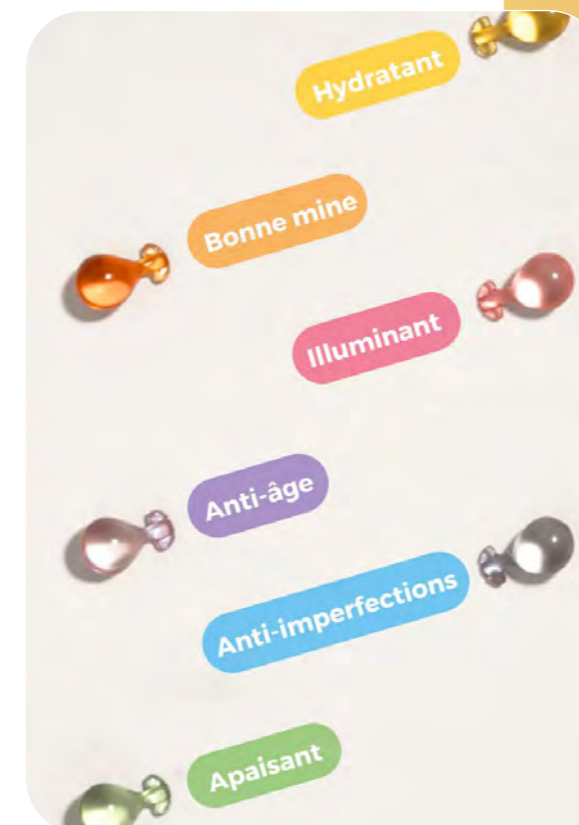
Magic Molecule in the US is an all-over healing solution for cuts, zits, burns and dry skin. The 'magic' ingredient is Hypochlorous acid, which disinfects, treats wounds and reduces skin conditions.



Source: magicmolecule.co



Source: hilo-cosmetiques.fr



France-based cosmetics brand Hilo's Ma Crème Visage face cream consists of a neutral base cream in a refillable glass jar and a selection of six active ingredients. The base cream can be customised by mixing in three active ingredients, allowing for more than 50 different combinations to cater to different skin types.

How brands are innovating



SkinCeuticals obtained the first 'on-site personalised service' production licence in China, allowing them to provide personalised services involving direct contact with cosmetic ingredients at their business premises.

Source: SkinCeuticals

Source: rohto.co.jp

Dermacept RX is a new brand centred around Rohto Medical Care Method, a sales system supervised by the Japan Aesthetic Dermatology Symposium. The brand encourages consumers to take their original, questionnaire-based Self Skin Check, as well as product safety testing (using samples). Skin counsellors offer advice and educate consumers regarding skin cycling.



ダーマセプトRX AZAセラム

繰り返す肌トラブル^{*1}に。
アゼライン酸配合。

(整肌保湿成分)

結果にこだわる、高濃度セラム。
つるりとした、なめらかな肌へ

皮脂・毛穴^{*3}
トラブル



アゼライン酸
(整肌保湿成分配合)

Future forecast

We are seeing a new wave of 'new-age minimalism' and 'coded luxury', driven by industries like fashion, which emphasises investment in high-quality, minimalist pieces with timeless appeal.

Brands that focus on innovation, expansion and eco-conscious practices are set to achieve growth. Expect to see companies invest in advanced formulations, cutting-edge ingredients and technologies for targeted solutions. Integrating technology will enhance product efficacy and provide personalised recommendations. Education initiatives will empower consumers to make informed choices.

Looking ahead, this will continue to evolve through innovation and expansion in the beauty industry. Companies will invest in research to develop advanced formulations, incorporating cutting-edge ingredients and technologies for targeted skincare and makeup solutions.

Emphasising eco-friendly practices and ethical sourcing will attract environmentally conscious consumers. Integrating technology, such as sensors or apps, can enhance product efficacy and provide personalised recommendations. Education initiatives, including accessible resources and expert advice, will empower consumers to make informed choices, building brand loyalty and trust.



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MINTEL BEAUTY & PERSONAL CARE

Expert-led, premium intelligence solutions for the industry.

Bold, Forward-Looking Insights

Stay on top of the latest trends and disruptors impacting your category.

Productivity Tools

Build libraries and presentations that can also be shared with colleagues for collaboration.

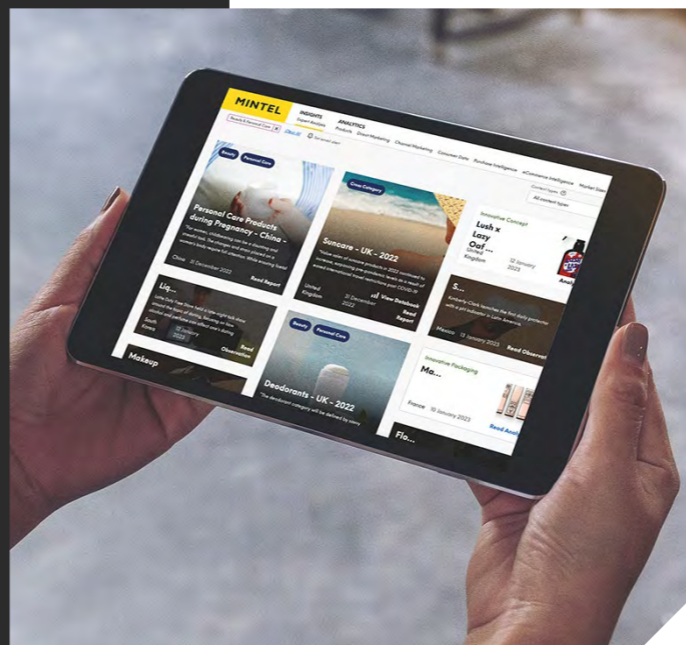
Time-Saving Navigation

Find the content you need quickly with clever filters and email alerts.

Technical Foresight

Explore the possibilities of the latest advances in formulation, formats and packaging.

Learn more and get in touch at [intel.com](https://www.mintel.com).



Who Is Mintel Beauty & Personal Care For?

- 1 Fast-growing organisations with high targets for rapid growth.
- 2 Companies committed to intelligence-based decision making.
- 3 Businesses requiring layers of information for the needs of their different teams.

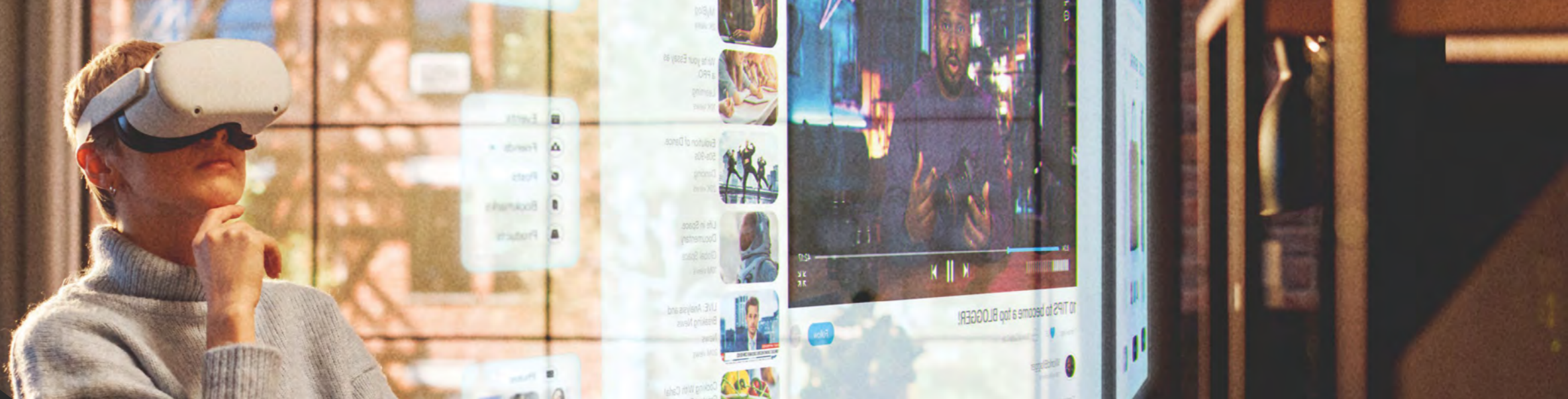
Consumer data in
36 markets

Product in innovation
across 86 markets

In-depth analysis of formulations,
formats and packaging trends



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MINTEL TRENDS

Understand what's new and next in consumer behaviour.

What it is

Identify the biggest trends worth paying attention to and dive deep into how brands can benefit.

What it covers

Each trend is backed by observations, statistics and consumer data, examples of how leading brands are already responding and context to understand your market across different demographics and sectors.



Mintel Trends helps your business grow:

- 1 Informing creative thinking throughout your organisation.
- 2 Understanding the macro shifts in society – and their implications.
- 3 Future-proofing your business by aligning with the changing consumer landscape.

300 observations every month

15 sectors

14 demographic groups



Learn more and get in touch at [mintel.com](https://www.mintel.com).

MINTEL

CONSULTING

WHAT IS YOUR INNOVATION STYLE?

Is your brand a trailblazer?

Do your products seek to reinvigorate
or revolutionize category norms?

Is your brand lending credibility and
mainstream appeal to an emerging trend?

No matter your style, we're here to take the guesswork out of your process, solve your business challenges and help you unlock the full potential of the 2024 Mintel Trends. Allow us to listen to the issues you're facing and we'll propose research solutions rooted in global expertise of consumer markets and data science-led analytics.

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