



FMCG Gurus | Free Resource | January 2025

Inner Radiance, Outer Glow: Navigating Beauty From Within – 2025

Exploring attitudes and behaviors toward inner and outer beauty



Consumer Experts, Insight Driven



This free resource explores the notion of beauty from within, drawing connections between skin health, hair health, nail health, emotional wellness, hydration, nutrition, self-care, and supplements within the food and drink industry. Each section invites the reader to explore how these elements intertwine to enhance both inner health and outer beauty.

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Inner Radiance, Outer Glow

“ The trend of "inner radiance, outer glow" is transforming the skin, hair, and nail health markets, as consumers increasingly embrace beauty-from-within solutions. ”



29%

Of global consumers feel their hydration levels have a positive impact on their skin health. 2024 (EMO460)

31%

of consumers who deem AI positive in health and wellness feel AI can customize products to the specific needs of the individual. 2024 (PSN814)

24%

Of consumers who have taken nutritional supplements to improve health have done so to address their hair health. 2024 (NS021)



Inner radiance, outer glow: Navigating beauty from within

Holistic approaches emphasize the connection between internal well-being and external appearance, driving demand for products that nourish from the inside out



The trend of "inner radiance, outer glow" is transforming the skin, hair, and nail health markets, as consumers increasingly embrace beauty-from-within solutions. This holistic approach emphasizes the connection between internal well-being and external appearance, driving demand for products that nourish from the inside out. Vitamins, minerals, and specialized ingredients like fish collagen and vitamin E are gaining traction as consumers recognize their potential to enhance skin elasticity, hydration, and overall glow.

This trend has opened new avenues for brands that prioritize innovative formulations combining nutritional science with skincare. As awareness grows, consumers are increasingly discerning about the quality and efficacy of ingredients. Brands that educate consumers about the science behind their products can build trust and assurance. Ultimately, this cross of inner and outer beauty is reshaping the landscape of the food and drink and personal care.





Beauty and health are interconnected through a back-to-basics approach

Consumers are most likely to want to see claims around aiding energy levels and skin health on hydration products

67% of global consumers say they recognize the link between skin health and overall health. 2023 (SK647)



Consumers are aware of the link between nutrition and overall health, particularly how specific foods and supplements can enhance their skin, hair, and nails. This trend highlights a growing preference for traditional dietary practices that emphasize natural ingredients and nutrient-dense foods. Foods rich in antioxidants and essential vitamins are being sought after for their ability to not only support inner health but also to radiate outer beauty.

43%

of global consumers plan to boost their hydration levels over the next twelve months. 2024 (EMO383)



73%

of consumers who have changed their diet in the last two years say they have eaten more fresh food. 2023 (AN413)

This shift in consumer mindset has fueled demand for products that cater to these holistic health beliefs. Brands are responding with options that include hydration products, which resonate with consumers who recognize that adequate hydration is vital for maintaining the health of their skin, hair, and nails. Furthermore, energy-boosting supplements have gained traction as individuals increasingly prioritize their physical appearance as a reflection of their well-being.



Establishing the link between skin health, emotional well-being, and inner beauty

Emotional health significantly contributes to physical appearance



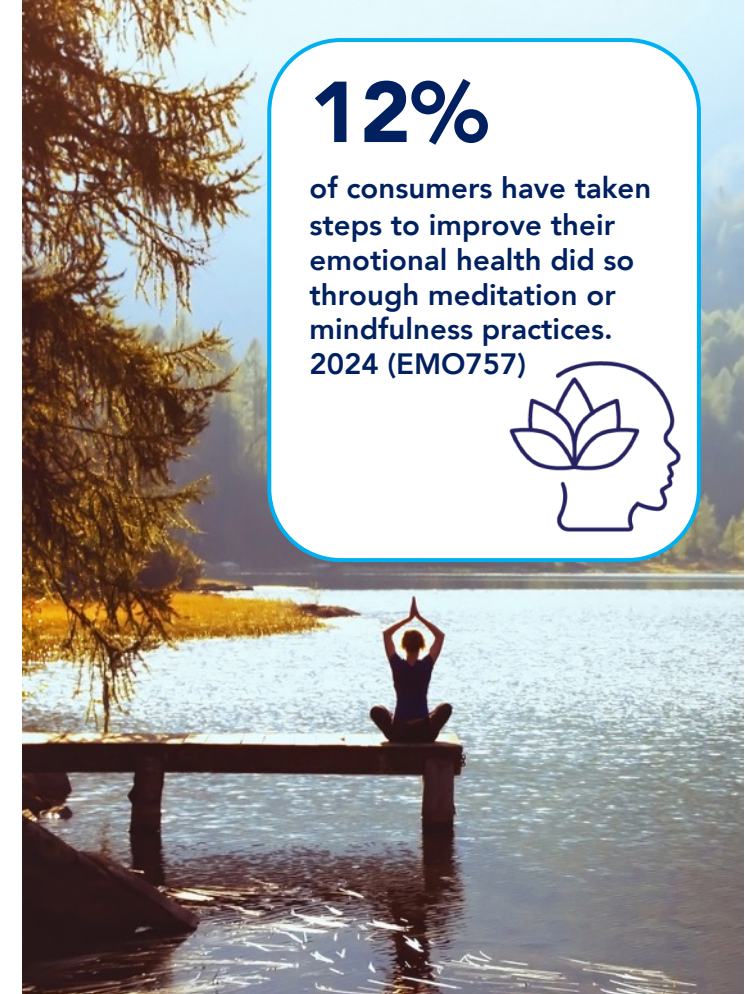
As consumers prioritize holistic health, there is a recognition of the critical link between skin health, emotional well-being, and inner beauty. This trend reflects a shift towards viewing beauty more comprehensively and emphasizes the importance of nurturing oneself through food and drink, as well as self-care practices.

In recent years, self-care and emotional wellness have gained significant traction, largely fueled by social media trends that promote slowing down and embracing moments of relaxation and mindfulness. These practices have become integral to daily routines, allowing individuals to cultivate a deeper sense of inner peace and contentment. By incorporating mindful eating and wellness-focused beverages into their diets, consumers are not only enhancing their skin health but also prioritizing their emotional well-being.

This multifaceted approach to beauty emphasizes that true radiance comes from within, reinforcing the idea that emotional health significantly contributes to physical appearance. As brands recognize this connection, there is an opportunity to promote products that align with these values, helping consumers enhance their overall well-being while celebrating beauty in all its forms.

12%

of consumers have taken steps to improve their emotional health did so through meditation or mindfulness practices. 2024 (EMO757)





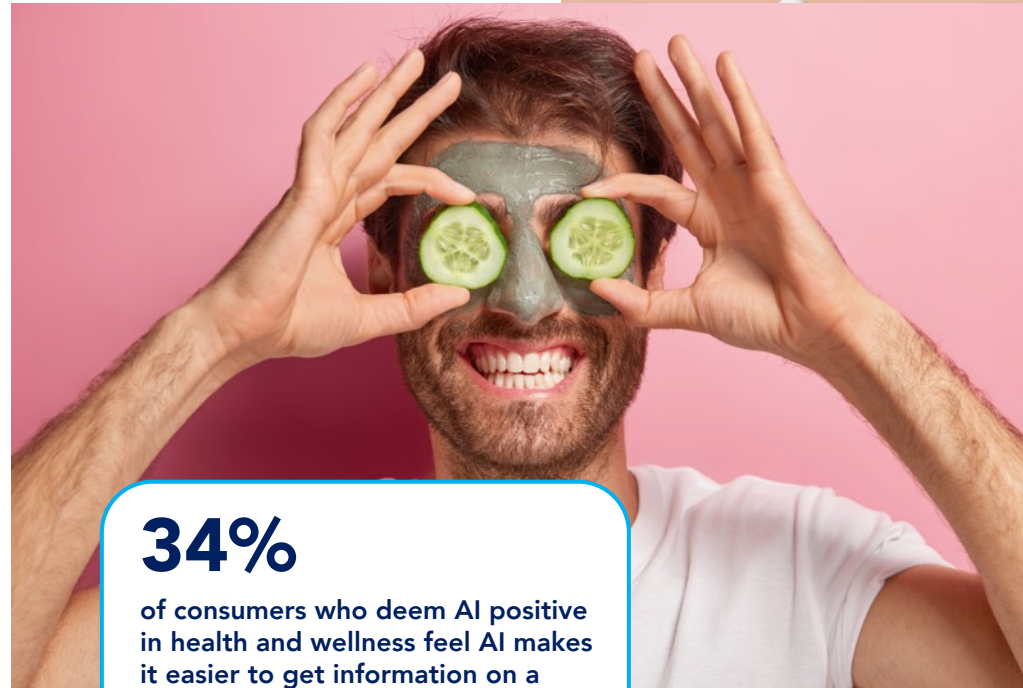
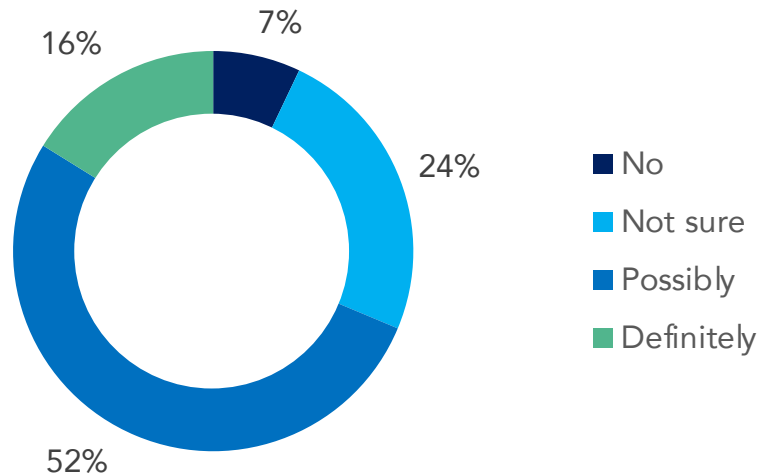
The impact of artificial intelligence in the beauty market

The demand for personalization will create opportunities for skin mapping technologies

In the next five years, AI is predicted to revolutionize the beauty landscape by enhancing personalization, efficiency, and sustainability in product development and consumer engagement. One of the most promising opportunities lies in skin mapping technologies. These innovations leverage AI algorithms to analyze individual skin types and conditions, enabling brands to recommend tailored skincare solutions that address specific concerns. This level of personalization supports consumers with their individual need states.

Do you think that Artificial Intelligence can play a positive role in health and wellness? 2024 (PSN244)

Global - Respondents who have heard of Artificial Intelligence?"



34%

of consumers who deem AI positive in health and wellness feel AI makes it easier to get information on a health issue or be recommended the relevant products. 2024 (PSN814)

31%

of consumers who deem AI positive in health and wellness feel AI can customize products to the specific needs of the individual. 2024 (PSN814)



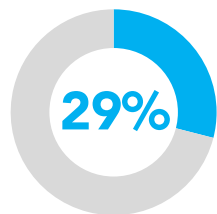


Consumers are addressing their skin, nail, and hair health through nutritional supplements

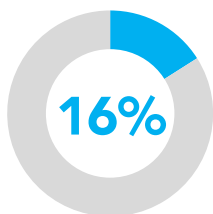
Supplements offer tailored and personalized solutions for consumers

What areas of health do you want to improve/address by using nutritional supplements? 2024 (NS021)

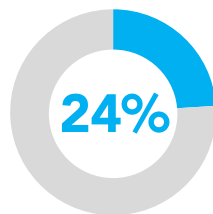
Global - Respondents who selected the option "Taken nutritional supplements" to the question "Have you taken any of the following steps in the last two years to improve your health?"



My skin health



My nail health



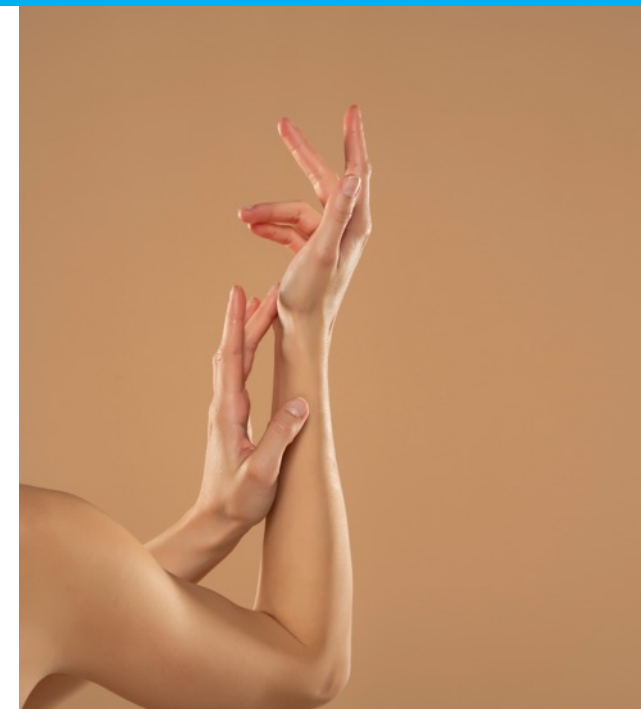
My hair health



The appeal of beauty-from-within supplements is revolutionizing the way consumers approach skin, hair, and nail care. As individuals seek personalized solutions that align with their unique beauty goals, formats such as powders, gummies, and capsules have surged in popularity. These convenient options not only cater to diverse preferences but also provide an easy way for consumers to incorporate essential nutrients into their daily routines.

Brands have the opportunity to tap into this trend by offering tailored solutions that reflect consumers' specific needs and concerns. Personalized supplements can address a wide range of issues, from boosting collagen production for healthier skin to enhancing shine and strength in hair and nails. By aligning their products with the core goals of consumers, brands can establish deeper connections and build trust in a competitive market.

Moreover, as societal values continue to shift towards health and wellness, the demand for transparency and efficacy in beauty products is crucial. Brands that emphasize quality ingredients, scientific evidence, and personalized approaches will be well-positioned to resonate with consumers seeking holistic beauty solutions. In this evolving landscape, personalization stands as a powerful tool for brands to adapt, catering to the nuanced demands of today's beauty-conscious individuals.



Actions & Recommendations

“ Brands can effectively highlight the connection between inner and outer beauty by promoting products that nourish both the body and the mind. ”



Step #1

Highlight the link between inner and outer beauty.

Step #2

Back up claims with scientific evidence.

Step #3

Incorporate sustainability into the production process.



Actions & recommendations

FMCG Gurus recommends the following in relation to the beauty from within trend



Highlight the link between inner and outer beauty

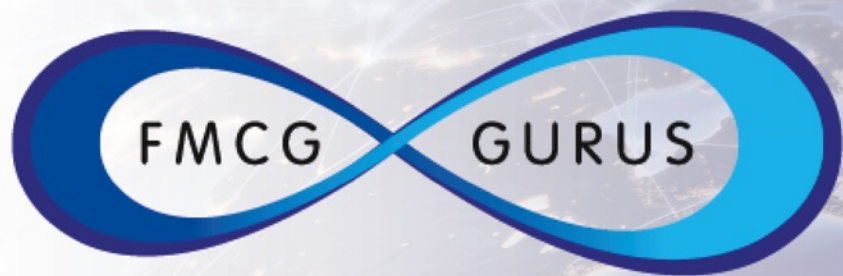
Brands can effectively highlight the connection between inner and outer beauty by promoting products that nourish both the body and the mind. They can emphasize how certain ingredients, such as vitamins, antioxidants, and healthy fats, contribute to skin, nail, and hair health while also supporting emotional wellness.

Back up claims with scientific evidence

To enhance trust and credibility, brands should support their claims regarding skin, nail, and hair health with scientific evidence. Transparency about sourcing and ingredient quality further strengthens brand integrity.

Incorporate sustainability into the production process

Brands should highlight sustainability claims by emphasizing the use of sustainably sourced ingredients that benefit skin, nail, and hair health while minimizing environmental impact. By sharing credentials of responsible farming and production methods, brands can connect with consumers' values.



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