

IL FUTURO DEI SOLARI

Chiara Bonucci



WORKSHOP SOLARI

Università di Bari, 12 Settembre 2024





HIGH-
PERFORMANCE,
HIGH-TECH SUN
PROTECTION
EVOLUTION

by

BEAUTYSTREAMS

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BEAUTYSTREAMS is the go-to insights platform for the global beauty industry. It is the key reference point for strategy, product development, and marketing teams worldwide. We offer two different types of services.

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METHODOLOGY – TREND FUNNEL

BIG VIEW PLANNING

LONG-RANGE SOCIETAL & CONSUMER MOVEMENTS

5

YEARS OUTLOOK

PRODUCT CATEGORY FOCUS

BEAUTY INDUSTRY SHIFTS FOR PRODUCT DEVELOPMENT & INNOVATION

3

YEARS OUTLOOK

SEASONAL STORYTELLING

“LOOK & FEEL” CONCEPTS

2

YEARS OUTLOOK

MARKET UPDATES

DAILY INDUSTRY INSIGHTS

NOW

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SUNCARE EVOLUTION

WORKSHOP
COLLAB

BEAUTYSTREAMS

HIGH-PERFORMANCE, HIGH-TECH SUN PROTECTION EVOLUTION



HIGH-PERFORMANCE, HIGH-TECH SUN PROTECTION EVOLUTION

The global sun protection market generated revenues of US \$11.52 billion in 2024 and is projected to experience an annual CAGR of 4.14% between 2024 and 2028.

China's sunscreen cosmetics market has shown steady growth, with the market having reached 14.8 billion yuan, or US \$2.04 billion in 2023, and expected to expand to 22.4 billion yuan, or US \$3.08 billion, by 2028.

SUN PROTECTION EVOLUTION

- Evolving SPF Technologies: Advanced Solutions for Diverse Skin Needs



EVOLVING CONSUMER DEMANDS




EFFECTIVE SUN
PROTECTION

SAFE, ECO-FRIENDLY,
AND PLEASANT-TO-USE
PRODUCTS

PERSONALIZED
SOLUTIONS CATERING
TO SKIN NEEDS

ADVANCED CLAIMS



ADVANCED AND
MULTI-BENEFIT
FORMULAS



EXPANDED
PROTECTION BEYOND
UV RAYS



INNOVATIVE
SOLUTIONS FOR
DIVERSE NEEDS



ADVANCED CLAIMS

ADVANCED AND
MULTI-BENEFIT FORMULAS



ADVANCED AND MULTI-BENEFIT FORMULAS



FREAKS OF NATURE
Daily Defender SPF 30
USA



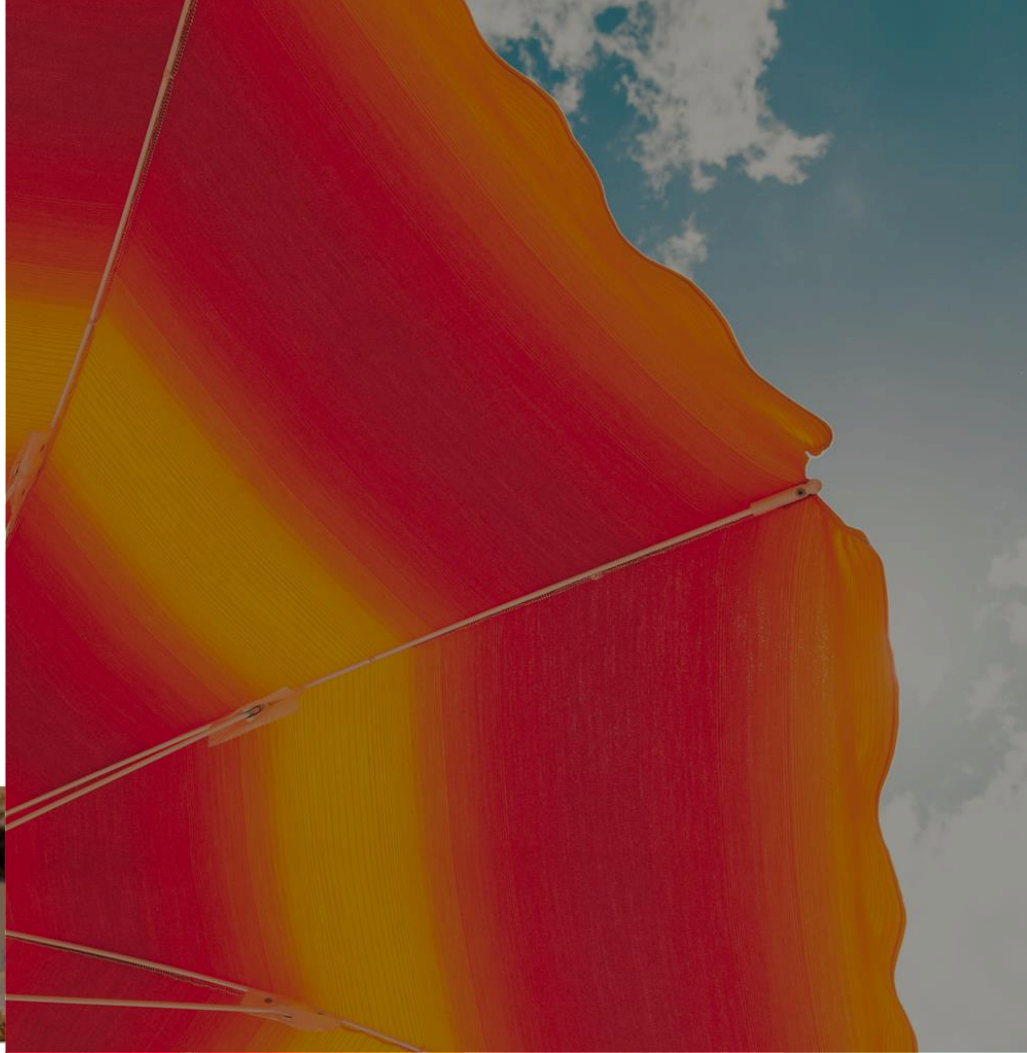
SUN SPRITZ SPF 50 +, COOLING SUNSCREEN
Gush
India



TRUE FILTER™ URBAN PROTECTIVE MIST
Substance Of Light®
France



ADVANCED CLAIMS



EXPANDED PROTECTION
BEYOND UV RAYS



EXPANDED PROTECTION BEYOND UV RAYS



DAILY PREVENTION™
IMAGE SKINCARE
USA



ULTIMATE SUN PROTECTOR SPF 60+ AND ULTIMATE SUN PROTECTOR SPRAY SPF 40
SHISEIDO
JAPAN

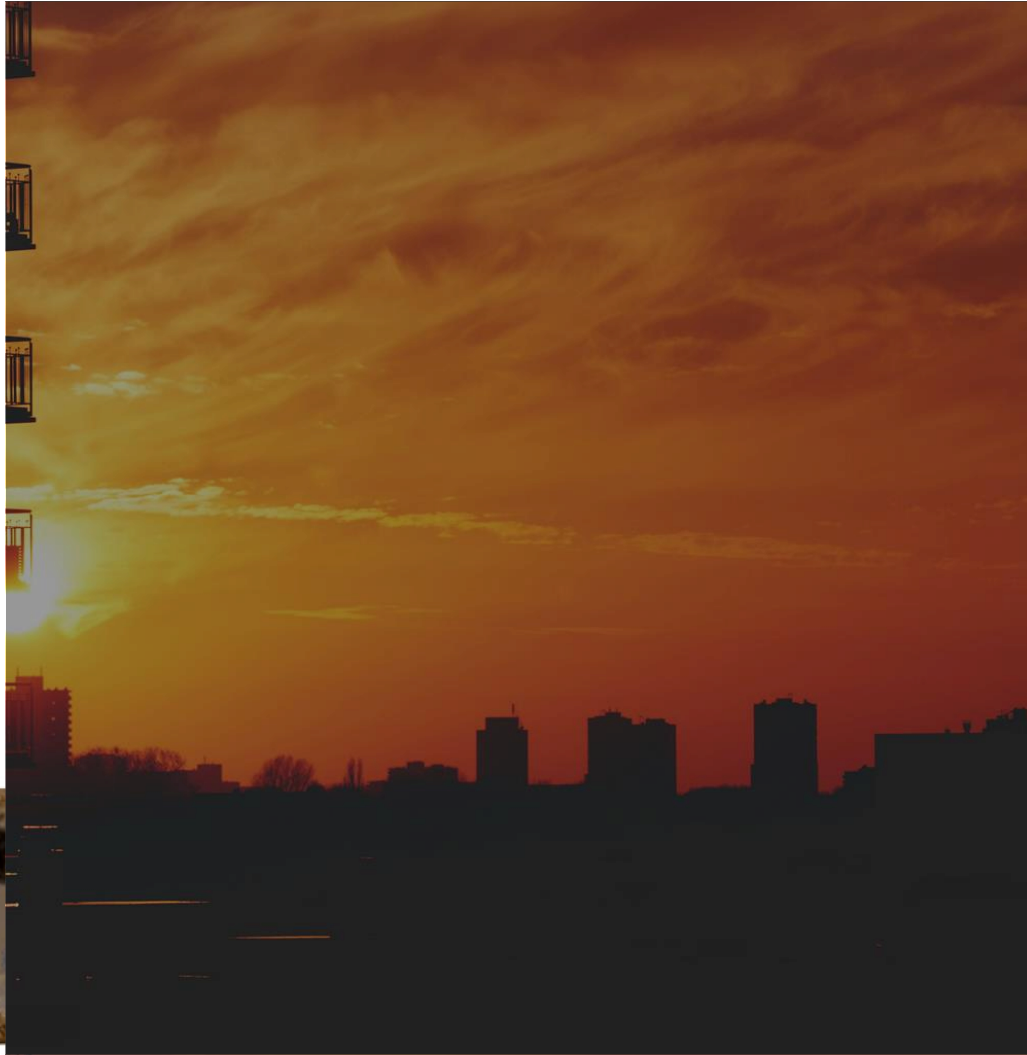


FACIAL BOOSTER SPF 50+ ALOE
Mokosh
Poland



ADVANCED CLAIMS

INNOVATIVE SOLUTIONS
FOR DIVERSE NEEDS



INNOVATIVE SOLUTIONS FOR DIVERSE NEEDS



THE SUPPLEMENT
Duette
USA



AQUA BASE ULTRA PROTECTION
Mistine
Thailand



UV DAILY DEEP TINTED BROAD-SPECTRUM SPF 40 AND UV CLEAR DEEP TINTED BROAD-SPECTRUM SPF 46
EltaMD
USA



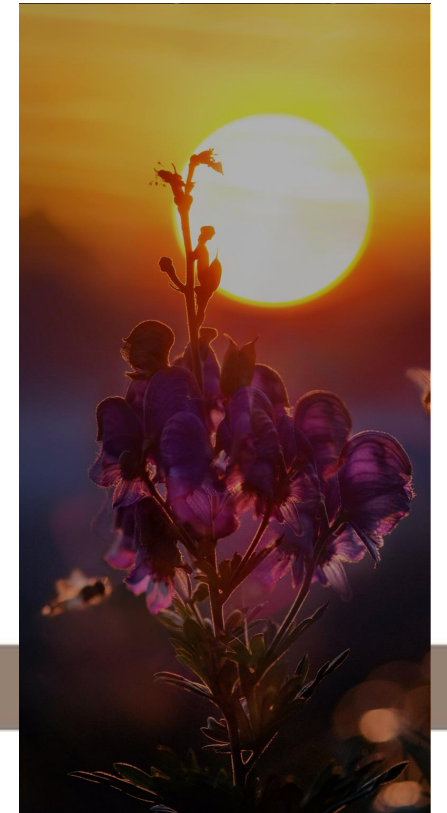
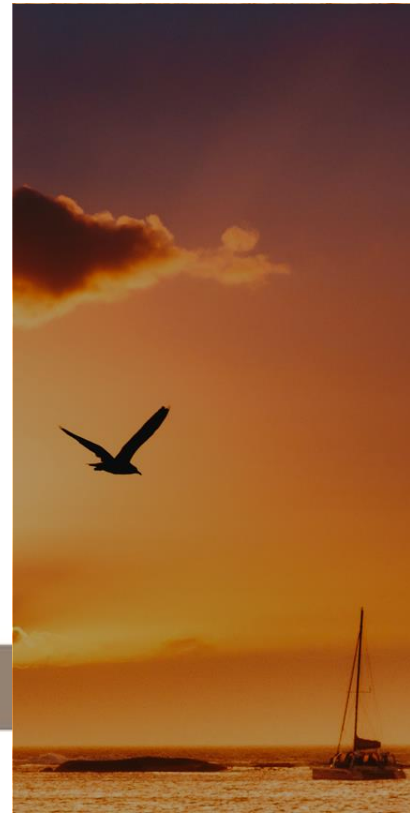
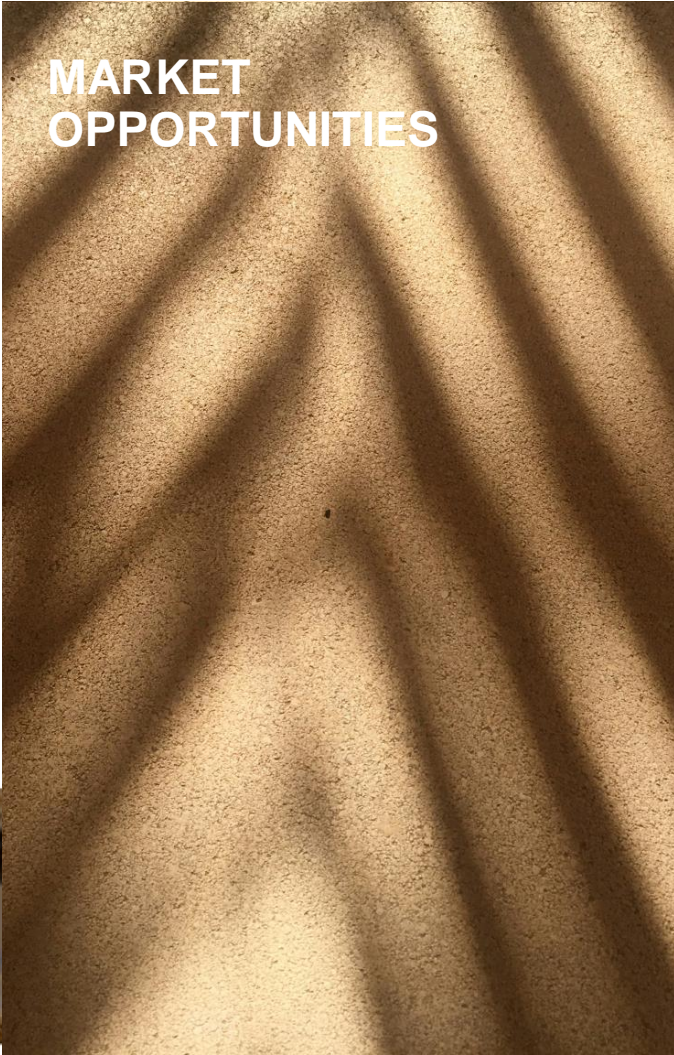
HIGH-PERFORMANCE, HIGH-TECH SUN PROTECTION EVOLUTION

MARKET OPPORTUNITIES


CUTTING-EDGE SKIN TECH DEVICES

NOVEL SUPPLEMENT DELIVERY FORMATS

SMART, REACTIVE, AND FUTURISTIC TEXTURES



CUTTING-EDGE SKIN TECH DEVICES



Integrating
Technology with Skin
Protection

Accessible and
Diverse Protection for
All

NOVEL SUPPLEMENT DELIVERY FORMATS



Innovative Delivery Systems and Designs

Eco-Friendly Packaging Formats, Including Recyclable, Refillable, and Reusable Containers

SMART, REACTIVE, AND FUTURISTIC TEXTURES



Groundbreaking Innovations in Sun Care Technology

Sun Care for Both Real and Virtual Worlds

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