

HOME > EVENTS > EVENT COVERAGE

3 Beauty Trends Coming to MakeUp in NY 2024

Sep 11th, 2024



CTK, Jeong Hun and Global Cosmetic Industry will assemble to discuss the state of K-beauty, a high-volume, trend-driven category that often shapes trends in other global markets.
Photo by Paul Bill at Pexels

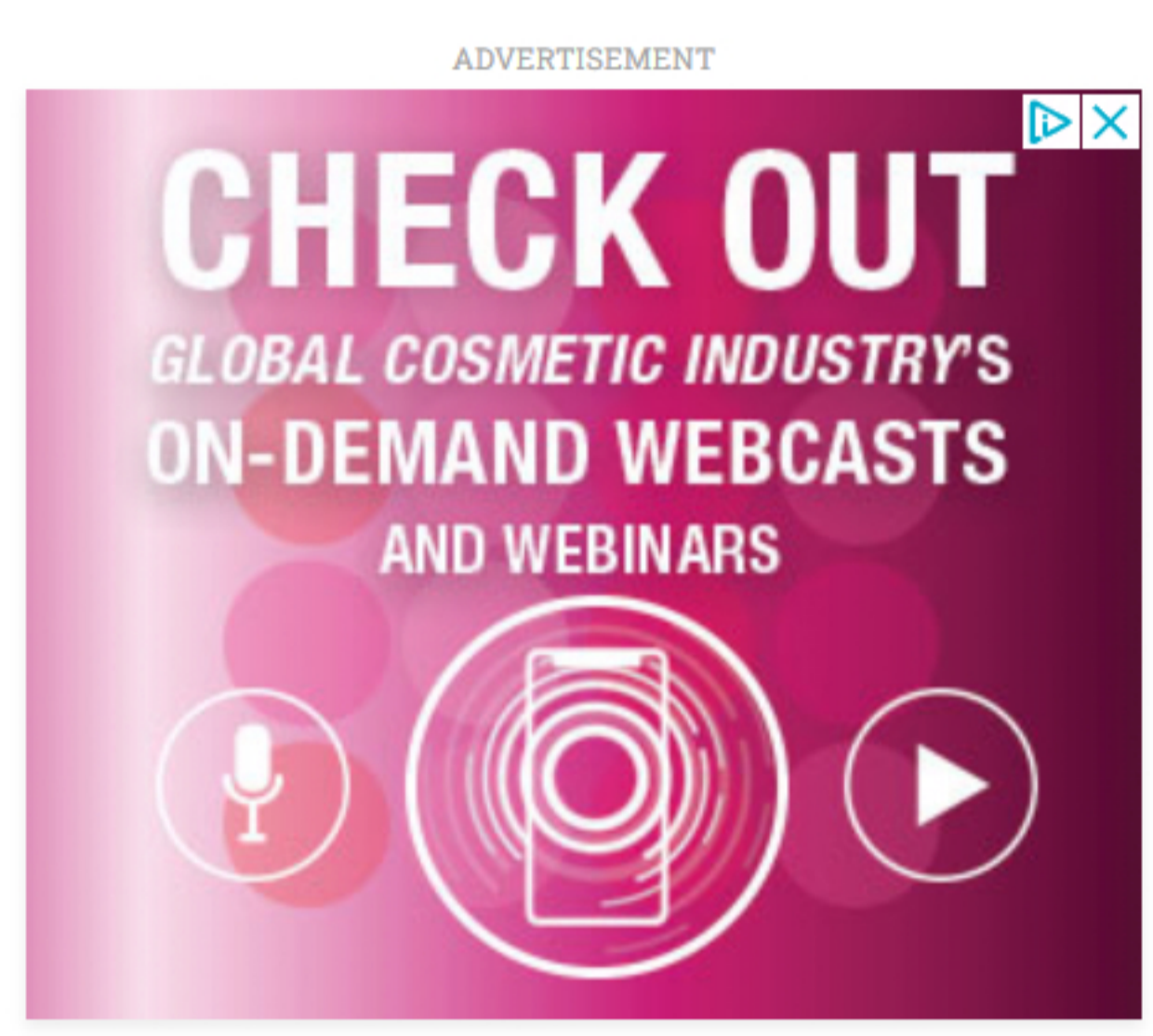
The 2024 edition of **MakeUp in New York**, taking place September 18-19 at the Javits Center in NYC, will lean into the latest trends reshaping the industry. Here are X highlights coming to the event.

1. The Beauty of Longevity

Many themes will focus on emerging science, including "Life Long Care: The Changing Face of Beauty in the Age of Longevity," helmed by Beautystreams.

As previously reported, **longevity is beauty's new watchword**, highlighting the rise of ingredients and brands that offer age-hacking, regenerative care for consumers of all ages by harnessing key biological levers. The goal? To extend consumers' beautyspan.

The beautyspan is our take on the "healthspan," a concept that measures the length of time a person is healthy. That concept prioritizes not just longevity, but also quality of life. Similarly, the beautyspan refers to the duration of one's skin and hair health/wellness, centering the discussion on holistic, preventive and regenerative strategies, rather than solely aesthetic solutions.



2. Expert-backed Dermocosmetics

In "When Science-Backed Beauty Takes Center Stage," a range of experts from Cerave, Topical Skin and other organizations will take on the rise of dermocosmetic/pharmacy brands.

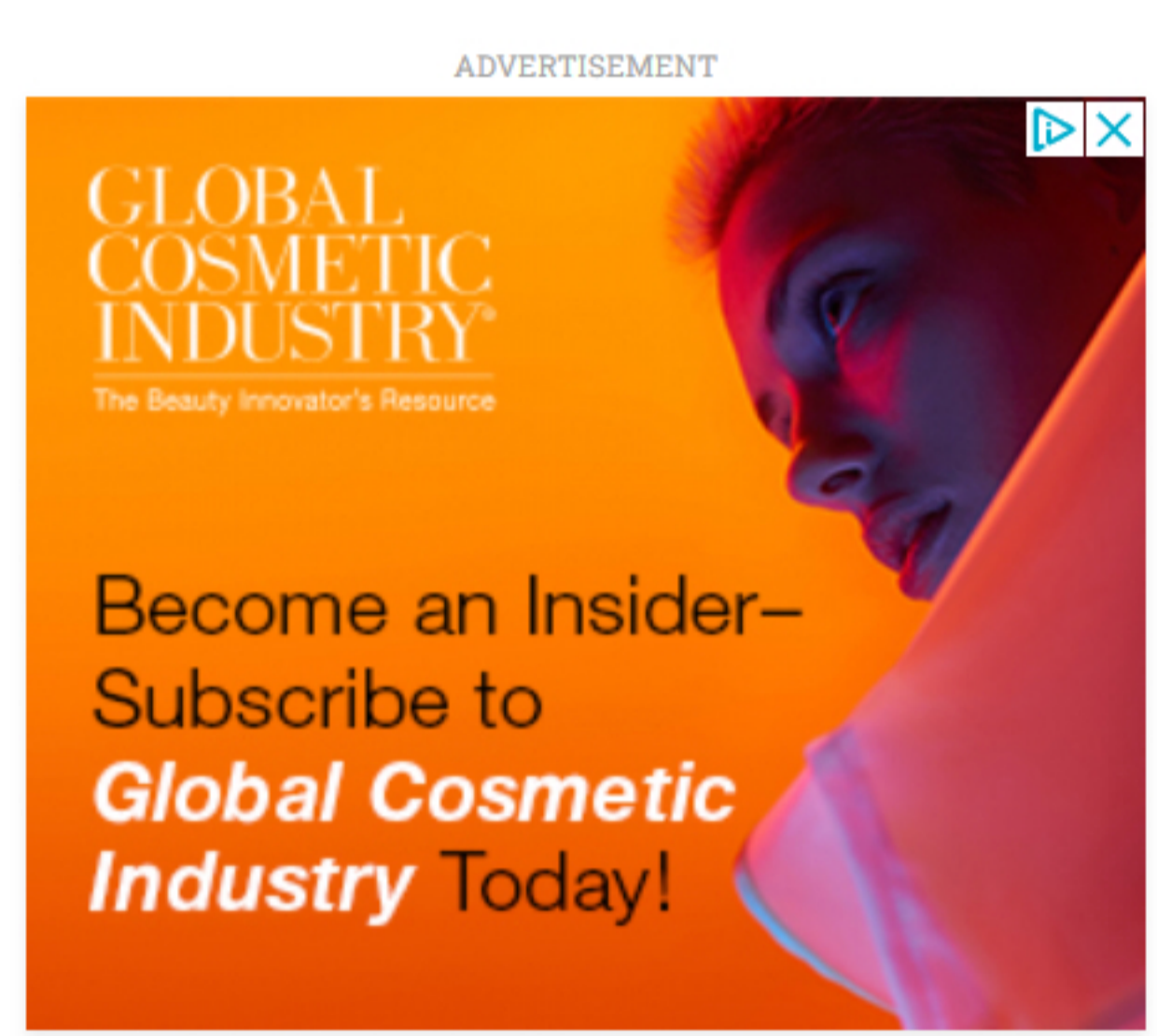
As Euromonitor reported exclusively to *Global Cosmetic Industry*, "From a consumer perspective, **motivations to purchase dermocosmetics for skin health** benefits (30%) and better alignment to skin type (24%) have been increasing."

At the same time, "The success of dermocosmetics is inevitably encouraging non-dermocosmetic players to lean into scientific and ingredient-led positioning.

As efficacy takes center stage, proof of claims is more important than ever.

In "Recoded Future: Pioneering a Future Fueled by Science," experts from Cosmetics Inspiration & Creation), CreatorIQ and others will discuss the importance of science in beauty's future.

As previously reported, **Mintel's 2023 Beauty Rx trend** charted the prominent intersection of consumer efficacy demands and emerging technologies in diagnostics, product application and more.



This trend recognized that consumers' focus on value has led to a rise in popularity for clinical skin care brands. In fact, 53% of U.S. beauty and personal care consumers research beauty ingredients to understand product effectiveness, per Mintel.

3. Top Beauty Trends TikTok x K-beauty

In addition to technical innovations, beauty is increasingly characterized by fast-moving trends.

During MakeUp in NY, experts from NielsenIQ and Spate will discuss "TikTok Shop and the Future of Consumer Engagement."

Earlier this year, NielsenIQ reported that, at the time, **TikTok Shop was the number 12 beauty and wellness e-commerce retailer in the U.S. market**—making it bigger than several department store e-tailers; in the U.K. market, it ranked number four and, in China (where the platform is known as Douyin), number two.

Since that time, the platform has climbed to a number 9 ranking in the U.S. market.

Understanding how trends function on the platform will be central to brands seeking growth on the platform, the preferred social feed of Gen Z.

Meanwhile, CTK, Jeong Hun and *Global Cosmetic Industry* will assemble to discuss the state of K-beauty, a high-volume, trend-driven category that often shapes trends in other global markets.



Epitomized by playfulness and efficacy, K-beauty is a strong bellwether for what's next in beauty.

In the mid 2010s, **Korean beauty brands** gathered so much U.S. buzz that Nordstrom launched a K-beauty pop-up in-store, Peach & Lily opened a shop-in-shop at Macy's and flagship Korean brands such as Laneige expanded into the U.S. market.

While hype ebbs and flows, K-beauty excitement never seems to fully dissipate.

Spate illustrated this with its latest skin care brand rankings based on the speed of monthly online U.S. search increases, dubbed Rising Stars.

Notably, per the firm, "two of the top growth rising stars are Mediheal and Ma:nyo." Both are Korean brands with significant hype.

Mediheal "boasts an average of 22.1K monthly searches and a 410.3% [year-over-year] growth," per Spate

The brand's standout products include its toner pads, reflecting general excitement for the toner sector in the U.S. market. Its chin masks and face masks are also standouts, per Spate.

Ma:nyo, meanwhile, boasts "an average of 6.7K monthly searches and a 296.2% [year-over-year] growth," driven by interest in its cleansing oils, yet another high-interest category enhanced by interest in double cleansing methods.

Notably, per Google Trends data secured separately from the Spate report, Korean skin care is among fastest-growing skin care search topics on Google, as are the Korean brands CosRx, Laneige and Anua.

As this data shows, faith in the power of K-beauty, boosted by general category trends, will keep Korean brands front-of-mind for U.S. consumers.

This points clearly to claims, ingredients and product formats non-Korean brands can tap into for their own marketing and product innovation.

Not signed up for the event? No problem! [Click here.](#)

2024 Leaders

INGREDIENTS	
Bath & Body	+
Color Cosmetics	+
Fragrance	+
Hair Care	+
Ingestibles	+
Oral Care	+
Skin Care	+
Sun Care	+
Testing	+
PACKAGING	
Applicators	+
Bags	+
Blisters	+
Bottles	+
Box/Boxes	+
Caps	+
Closures	+
Containers	+
Cosmetic Packaging	+
Dispensing	+
Labels	+
Packaging Sustainability	+
Paper	+
Production/Manufacturing	+
Specialty Packaging	+
Valves	+
Wipes	+
SERVICES	
Business Services	+
Contract Manufacturing	+
Equipment	+
Private Label	+

[View All Leaders](#)

Interesting Stories

- Sponsored**
ICONS|America IML Tubes Deliver Eco Edge & Unlimited Deco Capabilities
- Contract Manufacturing Services**
Meet Your New Hero Ingredients: Beauty Has a New Biotech Partner [AVAILABLE ON-DEMAND]
- Skin Care**
2024's Global Beauty Sales Are Powered by An Ecommerce & Social Selling Boom
- Skin Care**
Global Cosmetic Industry Reveals 2025 Beauty Themes
- Sponsored**
ICONS|America IML Tubes Deliver Eco Edge & Unlimited Deco Capabilities
- Consumers & Markets**
2024 Beauty M&A is Accelerating & Shifting Upmarket in 2025
- Skin Care**
Collagen Banking: Beauty's Long Game
- News**
The Estée Lauder Companies' Fabrizio Freda Sets Retirement Amid Fiscal 2024 Hit by China...