

Executive summary and methodology

Meet the six consumer personas set to rise to prominence by 2025. Each holding a set of values rather than being specific demographic groups, they are motivated by new energy and purpose following several challenging years. They have developed new priorities and skills after navigating difficulties and dealing with an uncertain future. Prepare now to meet the demands of these driven cohorts.

- **The Skintentionals:** feeling equipped to handle life's uncertainty, this persona embeds 'emotional fitness' into beauty routines to support their ever-changing needs and emotions
- **The Techsperts:** a beauty geek, this tech-savvy persona works smarter, not harder, turning to tech as their personal assistant to save time and help make style and purchasing decisions
- **The ReGens:** champions of environmental biotechnology, this forward-thinking persona believes in regenerative solutions to protect the planet for future generations
- **The Skinics:** the changemaker – this persona leaves no question unanswered. They're committed to holding beauty accountable, initiating discussions and fostering community for change
- **The Preservationists:** living life without excess, this conscious persona is committed to preserving the planet's resources, pushing back against the fast-fashion-like aspects of beauty
- **The Chameleons:** these trailblazers put creativity above all, exploring new ways to express their identity without restraint. They're inspired by the worlds they inhabit, from IRL to URL