

## WELLNESS BEAUTY KEEPS GROWING AT IMPRESSIVE RATES

**At Cosmoprof Worldwide Bologna 2025, new trends and opportunities emerged to take advantage of the constant attention to wellbeing**

The wellness market keeps growing globally. According to the data presented by *Statista* during Cosmoprof Worldwide Bologna 2025, the US are leading with a total value of over 2 trillion US dollars, with Asia following with more than 1,8 trillion US dollars. The skincare and personal care segments are driving this peculiar area, with increasing rates being recorded by the digital fitness market and sleep aid products. Such a scenario is the best proof that consumers are more and more interested in proposals and treatments helping them feeling better and giving them higher energy.

## SLEEPING BEAUTY: THE HEALTHY EFFECTS OF BETTER SLEEP FOR HEALTH AND SKIN APPEARANCE

Wellness and beauty are deeply connected to quality sleep, and it is the Asian market to care about this specific element. Cosmoprof Worldwide Bologna dedicated a special CosmoTalks session to this topic: the panel discussion, entitled *"Pillow Talk: unlocking opportunities in Asia's growing wellness and sleep economy for beauty brands"*, was moderated by **Charlie Gu, Founder & CEO of Jingzhi Media Group**.

As highlighted by **Dominique Petruzzi, Research Expert for Non-food FMCG and Retail at Statista**, who took part in the talk, "90% of Asian consumers have experienced sleep quality issues, and products such as overnight masks and serums, or pillow fragrances, are gaining growing attention. The lack of sleep is strongly connected to health issues, as well as skin appearances".

Looking better and preventing getting sick are important values in Chinese culture and traditional medicine, and Asian consumers take into great considerations health from inside, while western consumers are more used in covering unhealthy symptoms on skin and body. "In Asia job and competition are central topics in daily life, causing a lot of stress, and this affects the quality of everyday sleep, as well as health and wellbeing. This is the reason why this segment has become a key factor in the local beauty industry", explained **Sophia Dumenil, Co-founder of The Chinese Pulse agency**.

"It is important for brands to work on research on this segment, starting from traditional cultures and habits. The sleep care market can be a huge opportunity for new solutions for both local and international companies", highlighted **Linn Weilar, Co-founder of Nordic Cosmetics Healthcare, which is now part of OrientTrade**.

On the stage there was also **Yumi Kim, Digital and SNS Marketer, E-commerce expert, and Influencer**. "The lack of sleep is a dramatic issue for your people throughout the Asian continent. The leading markets in the region, meaning Korea, China and Japan, influence each other in terms of trends and products, and they are constantly launching new solutions", she added.

"Consumers are aware of the importance of sleeping well, and there is a big search on social media for sleeping better, with suggestions and products such as masks and skincare devices", noted **Demi Shi, Head of Brand Partnerships at Douyin E-commerce Global**, who took part in the panel discussion at Cosmoprof Worldwide Bologna. Especially young generations are looking more and more for experiential solutions and different approaches to modernize traditional treatments and remedies, with time-saving, multi-functional and easy-to-use products. New technologies and gadgets are gaining importance among consumers, too, with wearable accessories that can track sleep quality. These solutions are receiving greater attention, because they allow people to optimize their sleep without any frenetic commitment.

## LONGEVITY: HOW TO HAVE QUALITY TIME AND LIVE BETTER

When speaking about wellness, it is natural to think about how we can live better and longer. Longevity is today a key pillar, but it is not longer related to aging or anti-aging: it is about time, and managing time in the best way. During the last edition of Cosmoprof Worldwide Bologna, an interesting round table took place focusing on the growing attention about longevity, even among the youngest generations. The CosmoTalks session entitled *"The Longevity consumer timeline: approaching well-aging across generations"*, was moderated by **Simone Marchetti, European Editorial Director of Vanity Fair**.

"Consumers' attitude towards ageing across generations has changed into a pro-ageing and ageing-well concept, and even Gen-Alpha today is approaching this segment, but it is vital not to lose control of this phenomenon", underlined **Mallory Huron, Director of Beauty & Wellness at FUTURE SNOOPS, from the stage**. "It's natural for children to play with beauty and

experiment, but we need to take care of the wrong perception they may have or what ageing means. Gen-Z and Gen-Alpha do not need to fear ageing, and they do not need too aggressive products”.

**Richard Purvis, CEO at Skin Moderne Inc and Skin Moderne Professional Beauty Inc.**, echoed: “Pre-ageing is becoming more popular among older generations, correlated to the importance of wellness. At the same time there is so much massive information for younger generations, that it is essential to provide correct education, avoiding misleading claims”.

The global approach to longevity differs from one region to the other, as highlighted by **Lieve Declercq, Chief Scientific Advisor and Vice President at Proya**: “When we talk about longevity in Europe, we are targeting mature consumers, but in China this is a topic which affects younger consumer focusing on preventing more than caring. Asian consumers have generally a more practical and positive approach about health and vitality of our body.”

**Massimo Feliziani, Founder & CEO President at MAXXelle**, said: “There is a different approach to ageing: older generations were looking for traditional products, while younger consumers are increasingly focused on ingredient transparency, favoring INCI-compliant formulas as well as vegan and clean beauty options. Generation Z, in particular, places a strong emphasis on sustainability but is equally influenced by technology. They spend considerable time on social media platforms, where the content they engage with shapes their perspectives and purchasing decisions. As a result, they are well-informed and discerning—highly selective, one might say. Moreover, it is evident that younger generations will be profoundly impacted by artificial intelligence in the near future.”

The impact of new technologies in the approach to longevity and living better is another key aspect which was underlined during the round table held at Cosmoprof Worldwide Bologna 2025. “Brands are approaching new multitasking skincare products and formulations with a more scientific approach, and they are developing tailor-made solutions thanks to AI and new tools of market analysis”, declared **Pauline Prescott, Founder & CEO of Formulae Prescott**.

## **WOMEN'S WELLBEING: ARE WE READY TO OVERCOME OLD STEREOTYPES AND TABOOS?**

Another aspect of wellbeing which is under the spotlight nowadays concerns women's health and empowerment. It is undeniable that this specific segment is leading to the rise of new products and brands, focusing on targets which were completely ignored by marketers and communication managers till a few years ago. Once again, Cosmoprof acted as a forefront hub in developing new opportunities and analyzing new trends, and last March it presented a CosmoTalks session focusing on this issue: “*Empowering Beauty: unlocking opportunities through the lens of women's life stage health*”. The panel discussion was moderated by **Lauren O'Connell, Beauty Editor at Cosmopolitan Middle East magazine**.

The international agency Euromonitor International played a crucial role in uncovering strategies for transforming beauty and wellness through a women's health perspective, maximizing value for consumers, society, and business alike. **Irina Barbalova, Global Lead Health & Beauty at Euromonitor International**, highlighted how the arising interest in women's health globally is leading to new opportunities for brands in solutions and treatments focusing on well-defined physiological body functions, supplements and dietary supports for women, and new tools influencing daily routine and behaviors. “Brands can play an important role as mediators and facilitators, not just providing products but increasing awareness and education about women's health and wellbeing”, she said. “There are still lots of underserved areas for women, such as intimate care, sexual wellness, mental health, or mood boosting fragrances. Women's health must not be approached as an isolated segment, but it is strictly interlinked to other health issues such as stress, lack of sleep, anxiety, hair loss, scalp care”.

“Education is the key”, stated **Hannah Samano, Founder & CEO at Unfabled**, a UK platform for women's health and wellness. “Social media, and specifically TikTok, drive a lot of conversations on women's health and wellness, but there is a lot of misinformation circulating on the web. Brands should adopt a community-centric approach, involving consumers directly in their strategy and gaining a highly engaged and trustful clients”.

“Brands must act as consultants: they need to be transparent, to improve confidence, to provide concrete and proper answers, and to help consumers feel more comfortable with their bodies. More than ever, brands are responsible for supporting and enhancing people's lives, especially empowering women by promoting self-acceptance, well-being, and authenticity. Through meaningful actions and inclusive communication, they can become true allies in helping individuals feel seen, heard, and valued in their everyday lives”, echoed **Silvia Santinelli, Trade Marketing Manager at Jean Paul Mynè**, taking part in the round table.

One of the biggest topics when exploring women's health is menopause. 1 billion women are experiencing menopause globally, with 75 million in the US and 15.5 million in the UK, navigating a life transition that can last up to 15 years of a woman's life. And every woman will enter menopause. 87% of women in menopause are feeling underserved, 66% of them cannot find what they need. Women in menopause spend 215% more than GenX consumers. "Today only 5% of women in menopause are feeling confident with themselves: this demonstrate how huge this market, and purposeful growth opportunity could be. Menopause is not a trend, it is a forever market", highlighted **Heather Jackson, GenM CEO & Co-Founder**. "Having women live their best menopause is vital and can bring purposeful, commercial growth globally". This is being delivered by GenM through the MTick, the universal and trusted symbol for menopause-friendly shopping. The MTick is helping women to search, source and shop for menopause solutions with confidence, ultimately empowering them to thrive.

For more insights and to review the CosmoTalks sessions of Cosmoprof Worldwide Bologna 2025, visit [www.cosmoprof.com](http://www.cosmoprof.com)