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The Big BEAUTY PIE Trends Report 2025

# The Big BEAUTY PIE Trends Report 2025

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From the skincare hacks that went viral on social media to the bold makeup looks we couldn't get enough of, 2024 delivered an array of exciting and unconventional beauty moments that took the world by storm. To find which truly made an impact, we analysed millions of data points across TikTok, Instagram, annual Google search trends and YouGov data.

The result? The Big BEAUTY PIE Trends Report, covering the biggest skincare, makeup, body care, nail, and hair care trends that defined 2024 and the ones to look forward to for 2025.

Read on to discover the Top 20 Biggest Beauty Trends of 2024 or jump ahead to see:

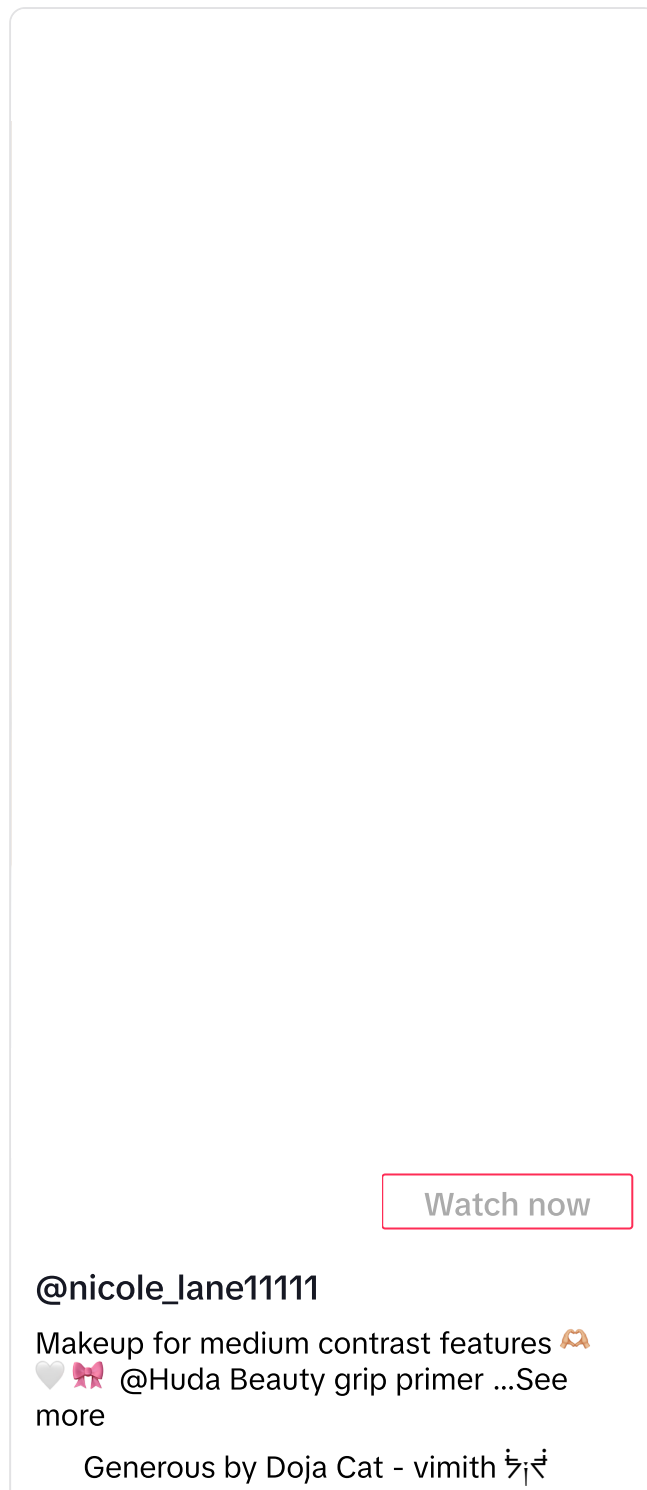
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## The Top 20 Biggest Beauty Trends For 2025

To unearth the up-and-coming beauty trends set to take the world by storm in 2025, our trend experts calculated the total search volumes for hundreds of beauty and wellness trends from May 2024-October 2024. They then compared these volumes with the previous six-month period (November 2023-April 2024) to reveal which trends show the most extensive growth in popularity and interest.

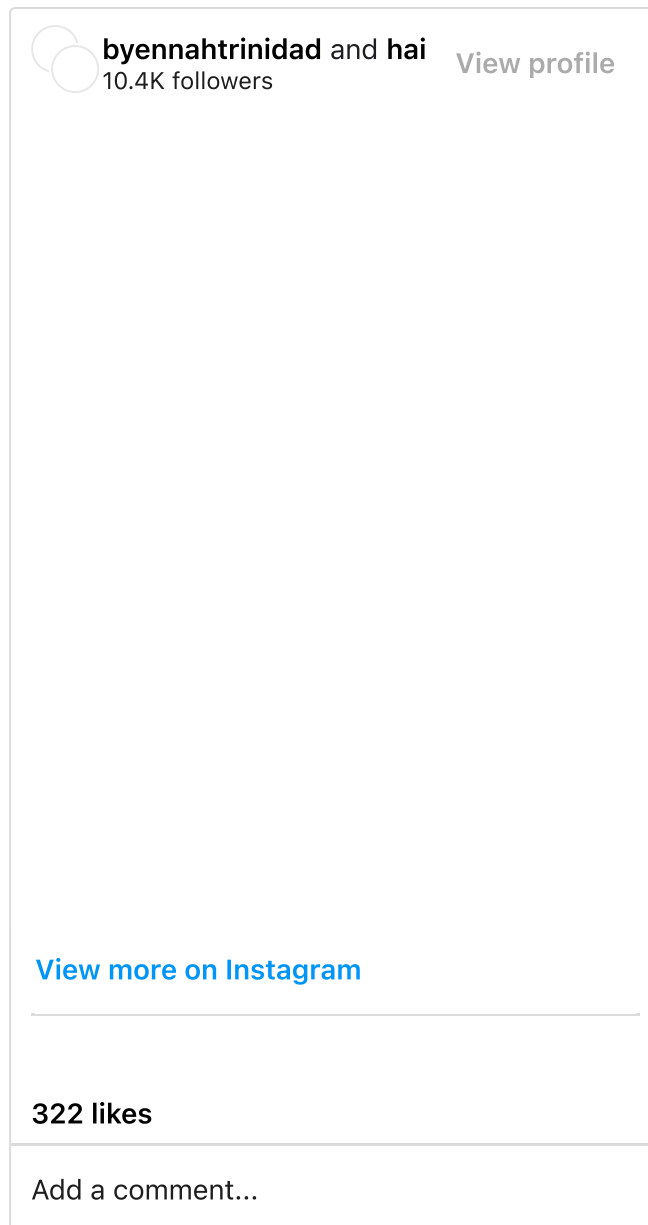
So, what are you going to be seeing a lot more in 2025?

### 1. Medium contrast makeup +45,320%



With a stratospheric rise in interest of 45,320%, contrast makeup has been a big talking point on TikTok this year. Medium contrast means your skin colour varies by a few tones from your hair and eye colour. For example, if your hair is brown and your skin is very fair. A medium toned, rosy lip and cheek colour can help unify your overall look.

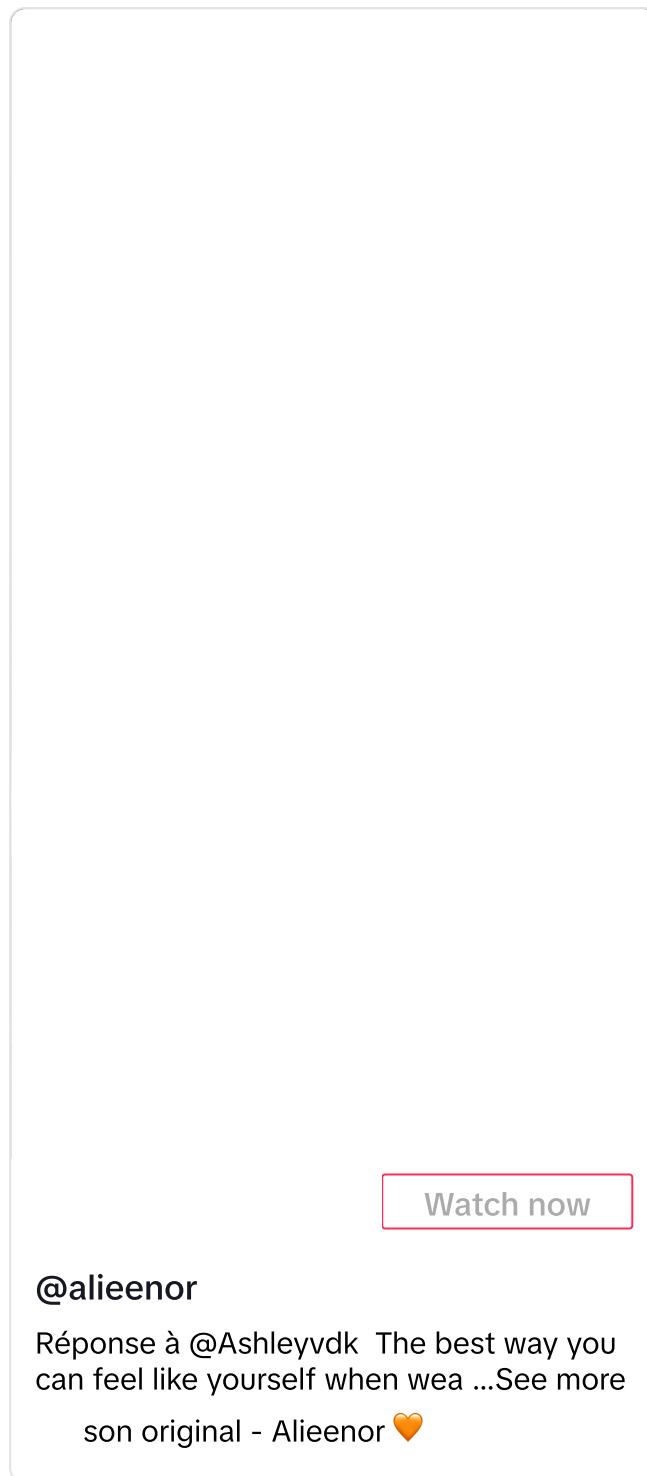
## 2. Demure makeup +4,268%



Again, thanks to TikTok and in particular the creator Jools Lebron, the phrase 'very mindful, very demure' was on everyone's lips during August/September 2024. While the trend may have had its moment, it seems 'demure makeup' is here to stay for 2025.

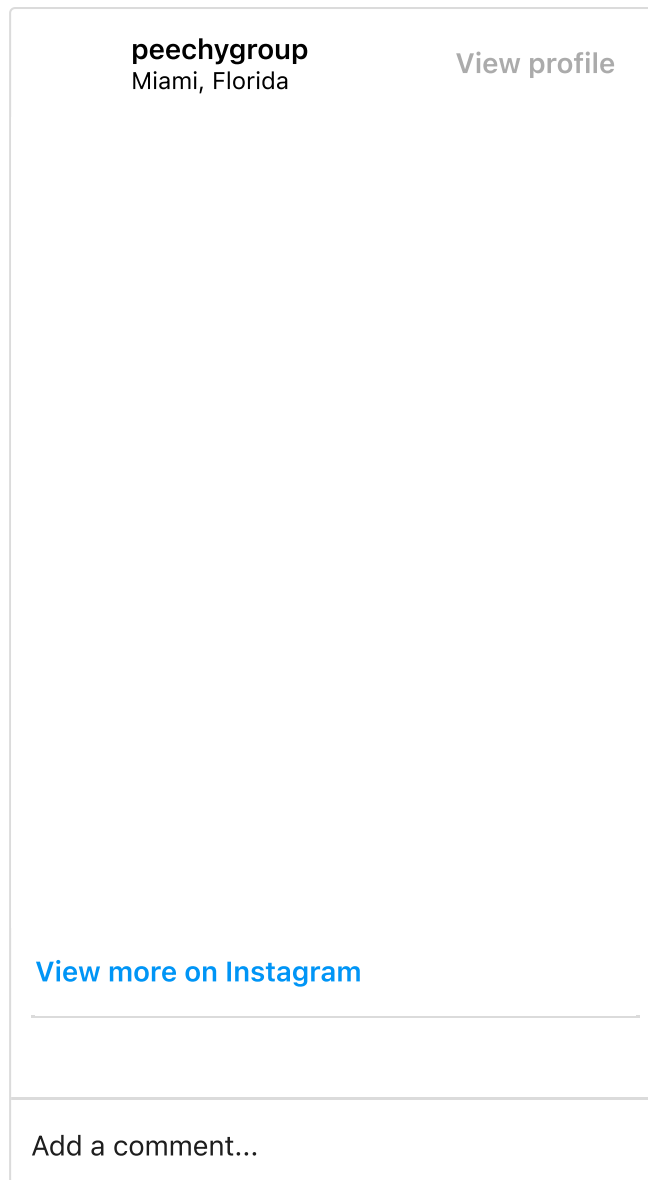
Demure makeup is a minimalist, understated, more pulled-together style focusing on soft textures and natural colours. The look encompasses 'barely there' lip tints, groomed tidy eyebrows, and a fresh-faced look. It is perfect for those who want to look polished but not too done when wearing makeup.

### 3. High Contrast makeup +3,492%



Following the overarching trend for contrast makeup, a high contrast face is one which has vast shade differentiation between features, for example, if you have very light skin and black hair, black eyebrows and brown eyes. The idea is to use makeup to reduce the contrast and create a less harsh appearance by using rich pigments to create smoky eyes and bold lipsticks.

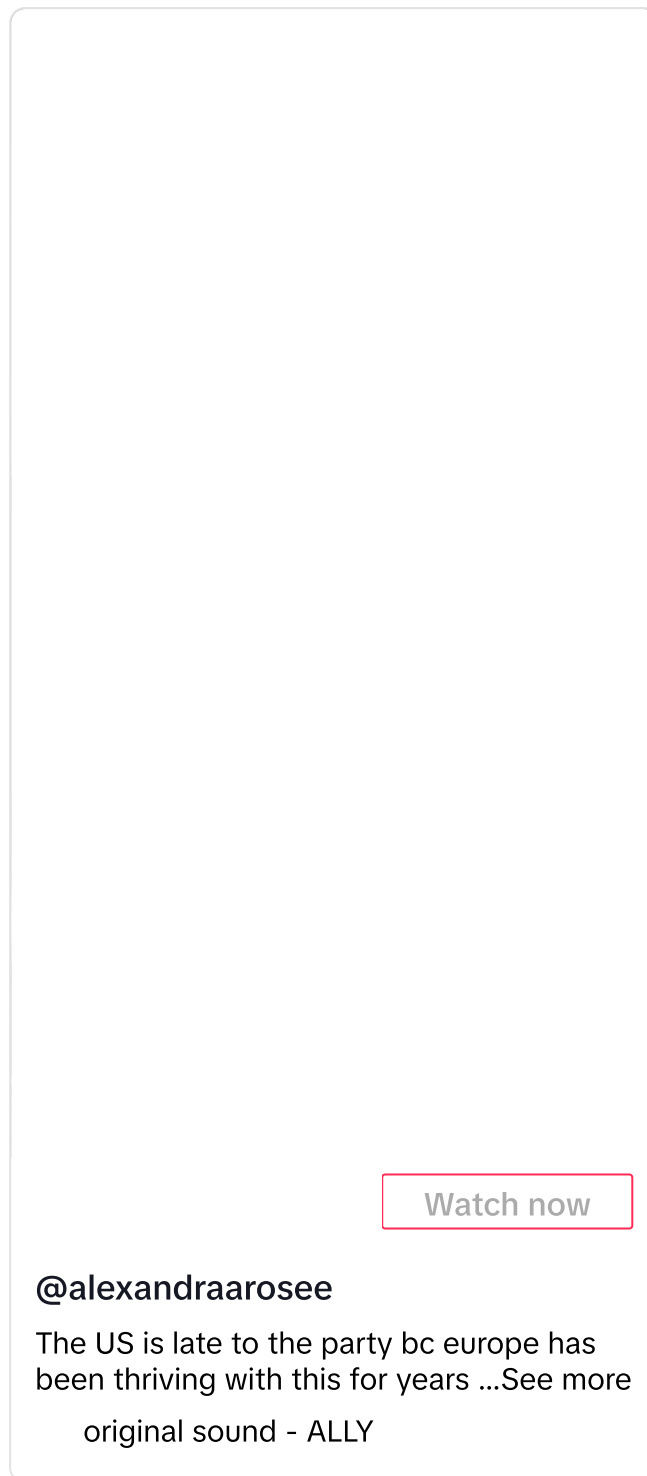
#### 4. Boyfriend blush +940%



Inspired by the natural rosy flush that comes after playing sports, many beauty lovers again want to play on the natural beauty trend in the year ahead. The key with this trend is playing with the placement of blush, applying a blush lower on the cheeks to mimic the natural flush of colour you would get after finishing a workout or playing sport.

Make sure to use more natural shades of rosy red blush, such as our [Supercheek Cream Blush in Red Light](#), as this can help achieve that natural finish.

## 5. Waterless skincare +806%

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There's been an impressive rise in interest in waterless skincare this year as beauty lovers seek products that pack more of a punch. Whilst water is often associated with hydration, it can be quite drying when applied topically to the skin.

By using products without water, the active ingredients are often more concentrated, meaning you can use less to achieve the required results. Also praised for being more environmentally friendly, this trend looks like it will be taking off next year.

## 6. Irish hair +649%

The 'Irish Curls' or 'Irish Hair' trend is continuing to gain traction online, and it looks like it might be a big trend going into next year. Typically with Irish hair, you'll see more curls on the underneath

layers of the hair, with the top layers being straighter - this is often because when air drying hair, the underneath sections retain more moisture helping to form curls and waves.

To embrace the curls and waves that are part of stereotypically 'Irish' hair, hydrate the hair with a good conditioner such as our [Ultra-Nourishing Hair Therapy Conditioner](#), packed with Hyaluronic Acid and Plant Keratin.

## 7. Duck shaped nails +463%

While coffin-shaped nails were big in 2024, duck-shaped nails are set to take over in 2025. Recently returning to prominence after being popular in the early 2000s, the nail shape is wide and fanned out (so that it is much wider at the bottom or tip of the nail), similar to how a duck's webbed foot would look. The wider nails give a bolder look and more room for intricate nail designs.

## 8. Sunset blush +422%

Another blush trend to try out over the next year is sunset blush. Unlike other blush trends that focus on a natural flush of colour, this one is a more playful look, blending a few tones. Mimicking the hues of a sunset with pinks, oranges and reds, it is the perfect trend to try for summer 2025. It is often paired with a highlighter, so try out our [Luminizing Highlighter Wand](#) to complete your glowy sunset-inspired look.

## 9. Sunburned makeup +405%

Sticking with the sunkissed looks, 'sunburned makeup' is trending into next year. Also known as 'sunburnt blush', this technique involves creating that natural sun-kissed glow across the face, where you would typically get sunburnt, such as across the cheekbones, nose, and forehead.

It is of course much better to fake a 'sunburned' look than get it for real. Wearing SPF is always a must, even on cloudy days, and if you need to up your SPF game, [we've got you covered](#).

## 10. Sabrina Carpenter makeup +313%

The pop princess has taken the world by storm, and it's not just her catchy songs that pique people's interest; her makeup looks do, too. Known for her winged liner, rosy cheeks and soft, subtle shimmer on her eyes, her look is both soft and slightly sultry. To replicate this look at home, try a sharp cat eye with our [Deluxe Precision Liquid Eyeliner](#) or add lots of youthful pink blush to the cheeks using our [Supercheek Vitamin Powder Blush & Compact Case in Electric Valentine](#).

## Positions 11-20

11. Hibiscus nails

12. Tortoiseshell nails

13. Scandinavian make up



14. Blonzer
15. Greek Goddess nails
16. Bouche Mordue
17. Glass nails
18. Aura nails
19. Tranexamic acid
20. Forest nymph makeup

## What Are 2025's Biggest Skincare Trends?

Now we know what's set to dominate the beauty world as a whole in 2025, but what about when you break it down further? What are you going to be seeing more of in skincare, makeup, hair, and nails? Using the same method of taking Google searches logged in the past six months, compared to the previous period, we uncovered the biggest trends.

Starting with skincare, our data reveals that waterless skincare is set to take centre stage in 2025. Waterless skincare focuses on products made without water as a primary ingredient; instead, these formulas rely on other ingredients like botanical oils, waxes and butter for hydration and nourishment purposes, or they come in solid form like a powder and are mixed with water at home to reduce haulage emissions.

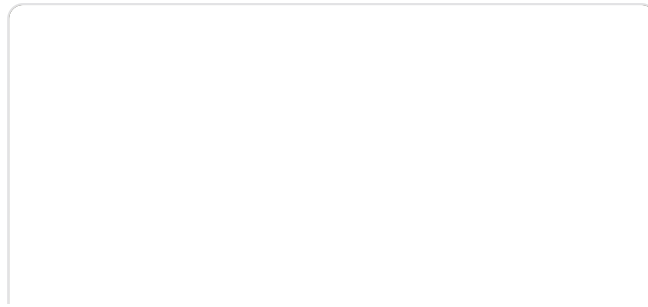
Google searches have increased by over 806% in the past six months by people searching for waterless skincare products, suggesting we *\*all\** need to get ready for the waterless movement heading our way - it will be the 'it' trend that all skincare fiends will be jumping on.

The second biggest trend for 2025 is Tranexamic Acid, an ingredient that treats dark spots and discolouration, with a 107% increase in interest over the last half of the year. In third place is another ingredient, Niacinamide (also known as Vitamin B), which has had an increase in interest of 97% in the past six months and is loved by skincare fans seeking to repair their skin barrier, soothe skin and combat dark spots.

This of course tallies up with what we've seen in our overall beauty trends rankings, as well as our most wish-listed and sold BEAUTY PIE products.

Interestingly, 'caffeine skincare' features in the top 10, with searches up by 87%. Caffeine can help to reduce puffiness and reduce the appearance of dark circles, making it great for use under the eyes. Food and drink continue to feature in 2025's top trends, as 'caviar skincare' ranks in eighth position with searches up by 83%.

While some products include caviar extract for its moisturising properties, others mimic the texture for an ultra luxurious experience.



Azelaic acid, microbiome skincare, hydrating lip balm, squalane and skincare peptides also appear in the top 10 biggest skincare trends for 2025.

## Top 10 Skincare Trends 2025

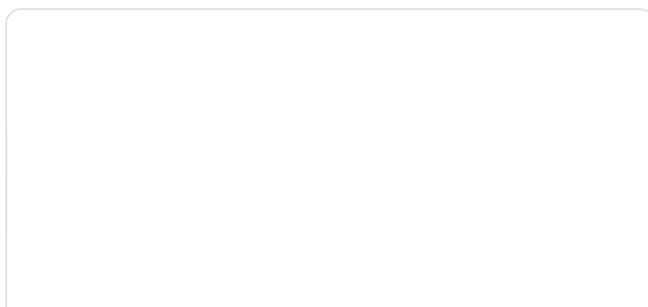
- 1 . Waterless skincare + 806%
- 2 . Tranexamic acid + 107%
- 3 . Niacinamide + 97%
- 4 . Azelaic acid + 96%
- 5 . Microbiome skincare + 91%
- 6 . Caffeine skincare + 87%
- 7 . Hydrating lip balm + 85%
- 8 . Caviar skincare + 83%
- 9 . Squalane + 82%
- 10 . Skincare peptides + 80%

## What Are 2025's Biggest Makeup Trends?

In what should be no surprise as it topped our overall 2025 beauty trends list, medium contrast makeup is the number one up-and-coming makeup trend for 2025, with nothing able to touch its huge 45,320% increase in interest as we approach the New Year. High contrast makeup follows closely behind as the third biggest makeup trend with Google searches up by almost 3,493%.

Nicola Moulton, our in-house beauty expert says: "While this is nothing new and has been a technique used by professional makeup artists on photoshoots and catwalks for decades, it is fascinating to see how it has captured the interest of so many people.

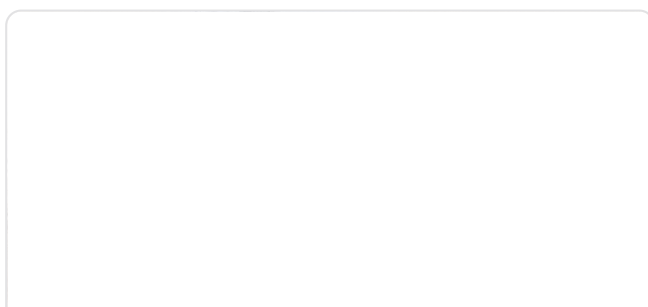
"The concept looks at the contrast between your hair, eyes and skin tone to determine the best approach to doing your makeup. The aim is to keep everything low contrast and unified so that your makeup all ties together nicely, without one feature standing out."



Demure makeup will continue to be hot in 2025, claiming the second spot on the list. This trend took social media by storm with 846,000 hashtagged posts on TikTok and 314,000 hashtags on Instagram with users sharing their demure styles - this trend also represents a shift from bolder styles to a more refined look (and a lot more 'cute-sie').

It's also good news for the blush lovers amongst us, as our research reveals four blush trends are set to dominate our makeup bags next year. Fourth on the list is boyfriend blush (+941%), a trend that requires a sheer flush of colour lower down the face than you'd typically apply blush. To achieve the perfect boyfriend blush trend, simply use a powder formula and a fluffy blush, and pat onto the apples of your cheeks.

Sunset blush follows in fifth place with searches up over 422% for those intrigued by the concept of blending pink, orange, or red shades with a highlighter to create a gradient sunset effect. Sunburned makeup is next (+406%) which involves applying red-toned blush over your cheekbones, nose and forehead to give a sun-kissed effect, while 'blonzer' ranks in ninth place – a trend combining our two favourite things: bronzer and blush!



Other makeup trends to make the top 10 for 2025 include Sabrina Carpenter makeup, Scandinavian makeup, bronzer and 'bouche mordue' (which literally means 'bitten lips' in French).

## Top 10 Makeup Trends 2025

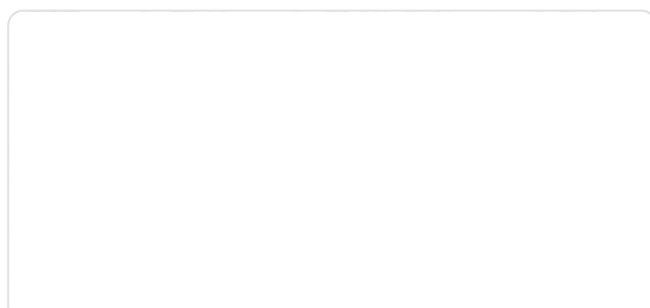
- 1 . Medium contrast makeup + 45,320%
- 2 . Demure makeup + 4,269%

- 3 . High Contrast makeup + 3,493%
- 4 . Boyfriend blush + 941%
- 5 . Sunset blush + 422%
- 6 . Sunburned makeup + 406%
- 7 . Sabrina Carpenter makeup + 313%
- 8 . Scandinavian makeup + 265%
- 9 . Blonzer + 174%
- 10 . Bouche Mordue + 127%

## What are 2025's Biggest Hair Trends?

While the Irish hair trend leads the charge as the biggest hair trend for 2025, with a 650% rise in Google searches compared to six months ago, the top 10 list proves that copper colour hair is more than just an autumnal trend and that curls will be going nowhere next year.

But what is the sudden fascination with Irish hair? As mentioned in the Top 20 Biggest Beauty Trends For 2025 section of this report, this trend involves those with naturally diverse texture throughout their hair (the outer layers are straighter, and the underneath is curlier) and techniques to create a more harmonious finish. While it's called 'Irish hair', it can apply to absolutely anyone and is not exclusive to the Irish.



The fashion world has been talking about the return of boho since the latest catwalks, and it seems it's coming for our beauty routines too, as 'boho braids' feature second on our list. This trend incorporates curly pieces of hair throughout box or knotless braids and is dubbed as 'boho' because they look effortless, just like the natural bohemian aesthetic.

Four of the top 10 hair trends are all about the curls, with Utah curls following in fourth (+73%), Italian blowout in fifth (49%) and fluffy curls in ninth (34%). Completing the top 10 rankings are rebel streaks, the French twist, minimalist hair and a slick back bun.

## Top 10 Hair Trends 2025

- 1 . Irish hair + 650%
- 2 . Boho braids + 92%
- 3 . Terra copper + 86%
- 4 . Utah curls + 73%
- 5 . Italian Blowout + 49%
- 6 . Rebel streak + 46%
- 7 . French twist hair + 41%
- 8 . Minimalist hair + 38%
- 9 . Fluffy curls + 34%
- 10 . Slick back bun + 29%

## What Are 2025's Biggest Body & Wellness Trends?

The top 10 body and wellness trends for 2025 feature a great mix of face and body products. It's encouraging to see that two forms of SPE make the top rankings too, with chemical sunscreen coming second and mineral sunscreen in third place.

Both are products that offer protection from UV rays; mineral sunscreen can be better for those with more sensitive skin, as it is formulated to sit on top of the skin and reflect UV rays rather than penetrating the skin like a chemical sunscreen does.

However, it's an exfoliating body wash that tops the list, seeing a 93% increase in Google searches over the past six months. We know that a lot more people understand the benefits of chemical exfoliants for their face, but heading into 2025, we anticipate exfoliating body washes becoming part of everyone's 'everything shower.'

Our AcidEnzyme Body Cleanser is perfect for those who want to buff away dry patches and keep their skin looking as smooth as silk.

Notably, two perfumes also feature in the top 10 body and wellness trends for 2025 - amber perfume is sixth (+25%) and vanilla perfume is eighth (+19%). Both of these trending scents are

very warm, sensual, and inviting, with amber notes bringing a bit more warmth and depth, while vanilla exudes comfort and a cashmere-like softness.

Other body and wellness trends to feature in the top 10 include two body makeup trends, with body bronzer and body foundation occupying fifth and ninth places, respectively.

Meanwhile, Retinol hand cream completes the top 10 list. (Psst, our anti-ageing hand cream is pumped with Retinol and is rated five stars by our customers.)

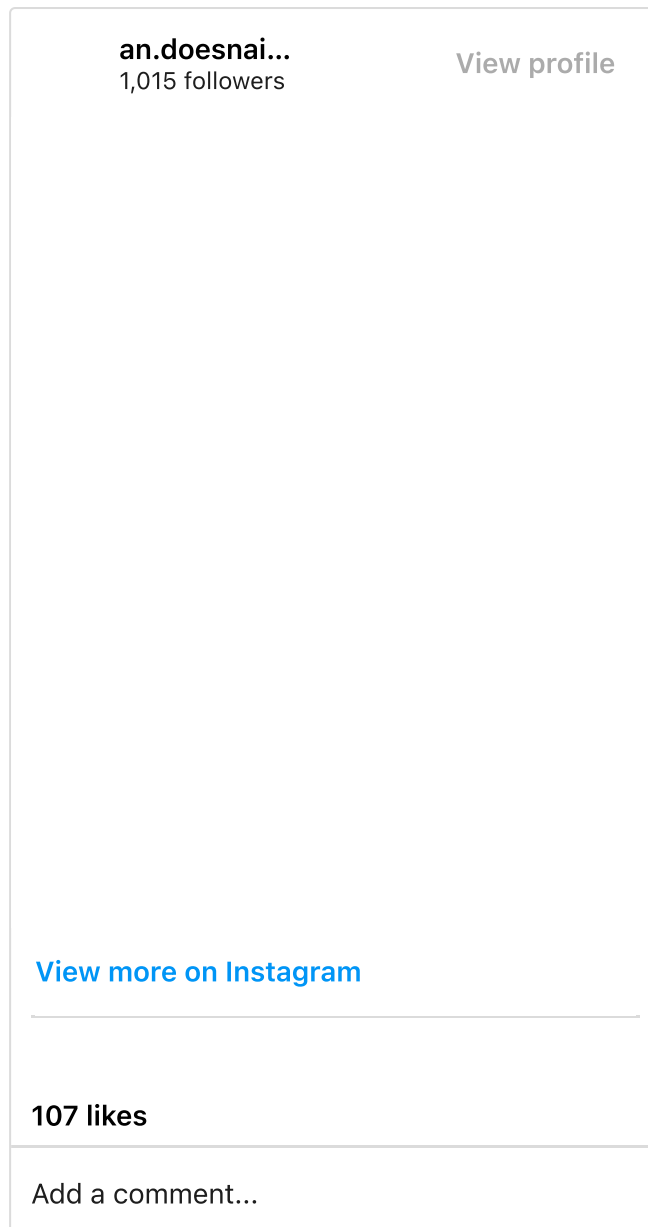
## Top 10 Body & Wellness Trends 2025

- 1 . Exfoliating body wash + 93%
- 2 . Chemical sunscreen + 82%
- 3 . Mineral sunscreen + 71%
- 4 . Hypochlorous acid + 49%
- 5 . Body bronzer + 36%
- 6 . Amber perfume + 25%
- 7 . Vanilla body creme + 21%
- 8 . Vanilla perfume + 19%
- 9 . Body foundation + 19%
- 10 . Retinol hand cream + 18%

## What are 2025's Biggest Nail Trends?

As noted earlier in the report, duck-shaped nails (a nail shape resembling a duck's foot) have surged by an impressive 463% in Google searches compared to six months ago, ranking as the most popular nail trend for 2025.

Hibiscus nails claim second place seeing a 303% rise by those interested in floral nail art, followed by 'tortoiseshell nails' in third (+227%), 'Greek Goddess nails' are fourth (+134%) and 'glass nails' (+127%) claim fifth position.



Nicola Moulton comments: "It's lovely to see that people are clearly a lot more open to experimenting when it comes to their nails in 2025, from summer-inspired hibiscus nail art to Greek goddess nails, where nails are adorned with gold, blue and white polish."

Three variations of nail colours also appear on next year's trending list; black cherry nails have risen by 95% and we expect them to continue to dominate well into 2025. Rainbow manicures and yellow manicures are also among the trending colours of next year.

## Top 10 Nail Trends 2025

- 1 . Duck shape nails + 463%
- 2 . Hibiscus nails + 303%
- 3 . Tortoiseshell nails + 267%

- 4 . Greek Goddess nails + 134%
- 5 . Glass nails + 127%
- 6 . Aura nails + 110%
- 7 . Black cherry nails + 95%
- 8 . Rainbow manicure + 64%
- 9 . Yellow manicure + 48%
- 10 . Sheer nails + 46%

## What's Been Hot At BEAUTY PIE?

This is yet another new edition to our BEAUTY PIE Trends Report. Here, we're giving you a peek behind the scenes at our internal data. From the products at the top of everyone's wish lists, the products flying off the shelves the fastest, to our overall best-sellers, we're revealing what's dominating your BEAUTY PIE hauls.

### Wish Lists

For our UK customers, Superdrops Brightening Niacinamide 10% was the number one product on everyone's wish list – unsurprising considering our data analysis found it to be the second biggest beauty trend of the year! Almost 5,500 of our customers have these complexion boosters on their to-be-purchased lists, which is understandable given the wonders that Niacinamide can work.

Boosting and brightening were clearly at the top of the agenda in 2024, as the second most sought-after product was Youthbomb 360 Radiance Concentrate. This golden serum, hailing from Switzerland, has almost 3,300 reviews from happy customers and is on the wish list of 4,680 people who all want a glowing complexion going into 2025.

The third most popular item featured on your wish list was Featherlight UVA/UVB SPF 50 Sunscreen + Primer. This two-in-one product is extremely popular thanks to its broad spectrum sun protection, which doubles up as a primer for those wanting to wear makeup throughout the day.

### Top 10 Items On Your Wish Lists

- 1 . Superdrops Brightening Niacinamide 10% – 5,452 (wish lists)
- 2 . Youthbomb 360 Radiance Concentrate – 4,680



- 3 . Featherlight UVA/UVB SPF 50 Sunscreen + Primer – 4,071
- 4 . Triple Hyaluronic Acid Lipopeptide Serum – 3,767
- 5 . Triple Hyaluronic Deep Moisture Miracle Cream – 3,279
- 6 . Super Healthy Skin Anti-Aging Cream – 3,040
- 7 . Japanfusion Pure Transforming Cleanser – 2,896
- 8 . Superluminous Undereye Genius – 2,593
- 9 . Youthbomb 360 Multi Action Eye Repair Night Serum – 2,536
- 10 . Triple Hyaluronic Acid Elastic Lifting Eye Serum – 2,514

## Our Fastest Selling Items

Did you know that our LED Face Mask sold out so quickly that we sold over 50 units every minute? That makes it our fastest-selling item of the year, followed by our 2.0 version of the face mask, the C-Wave Light Facial, which also flew off the shelves at a rate of 56 per hour.

The skin-boosting benefits of LED treatments have been widely spoken about this year, which explains the sudden interest from consumers. We can't wait to bring even more LED joy to our customers in 2025.

## Top Five Fastest Selling Items

- 1 . LED Face Mask
- 2 . C-Wave Dual Light Facial
- 3 . Super Healthy Skin Anti-Aging Cream
- 4 . Super Healthy Skin V 2.0 Ultimate Anti-aging Vitamin Cream
- 5 . Featherlight UVA/UVB SPF 50 Sunscreen + Primer

## Our Best-Sellers List

Of course, we can't divulge our secrets without sharing the best-selling BEAUTY PIE products of 2024. Topping the list of most purchased items is the incredible Featherlight UVA/UVB SPF 50 Sunscreen + Primer.

Our Superdrops Brightening Niacinamide 10% is the second best-selling item, which is unsurprising given its appearance on our most wanted list above. Triple Hyaluronic Acid Lipopeptide Serum follows in third place, followed by yet more skincare, as Japanfusion Pure Transforming Cleanser is fourth, and Super Healthy Skin Anti-Aging Cream comes in fifth.

Of our top 10 best-sellers, our [Wrap Star Tubing Mascara - Classic Black](#) is the only makeup product to feature on the list. Tubing mascaras have received great media attention in 2024, with makeup artists and beauty editors crediting the new generation of mascaras for wrapping around individual lashes for a lifted effect.

Our [Super Healthy Skin Deluxe Moisture Body Creme](#) also featured on the top 10 list and is described by customers as “the best on the market,” thanks to its thick and luxurious texture.

## Top 10 Best-Selling Products

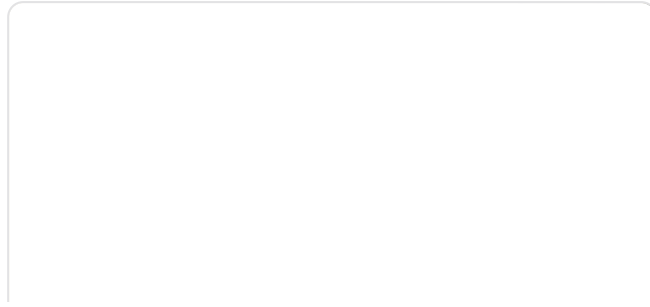
- 1 . Featherlight UVA/UVB SPF 50 Sunscreen + Primer
- 2 . Superdrops Brightening Niacinamide 10%
- 3 . Triple Hyaluronic Acid Lipopeptide Serum
- 4 . Japanfusion Pure Transforming Cleanser
- 5 . Super Healthy Skin Anti-Aging Cream
- 6 . Triple Hyaluronic Deep Moisture Miracle Cream
- 7 . Youthbomb 360 Radiance Concentrate
- 8 . Wrap Star Tubing Mascara - Classic Black
- 9 . Superluminous Undereye Genius - Light/Medium
- 10 . Super Healthy Skin Deluxe Moisture Body Creme

Are you inspired to try out some trends or treat yourself to one of our most sought-after products? View all our [Bestsellers](#).

## The Top 20 Biggest Beauty Trends Of 2024

To reveal this year's biggest beauty and wellness trends, our beauty experts analysed the popularity of over 300 trends by calculating the total number of each trend's TikTok views, Instagram posts, and Google search volumes over the course of 2024.

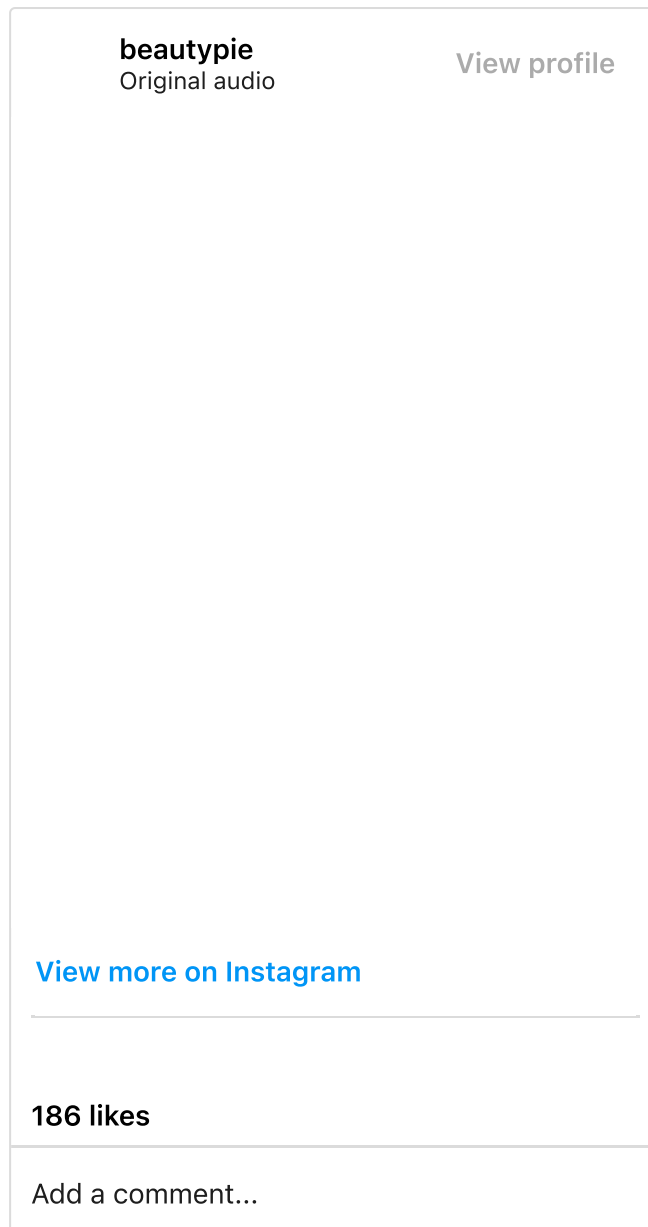
## 1. Wolf cut - 27,319,900 total engagements



An edgier haircut that combines shag and mullet styles, with shorter layers in the front and longer layers in the back, the 'wolf cut' truly took 2024 by storm. Favoured by celebrities including Billie Eilish, Miley Cyrus and Jenna Ortega, the style involves a wilder, layered look that has a deliberately 'messy' finish.

It's perfect for those looking to add volume and texture and is customisable to suit your features. Plus, it's easy to maintain, so its popularity comes as no surprise.

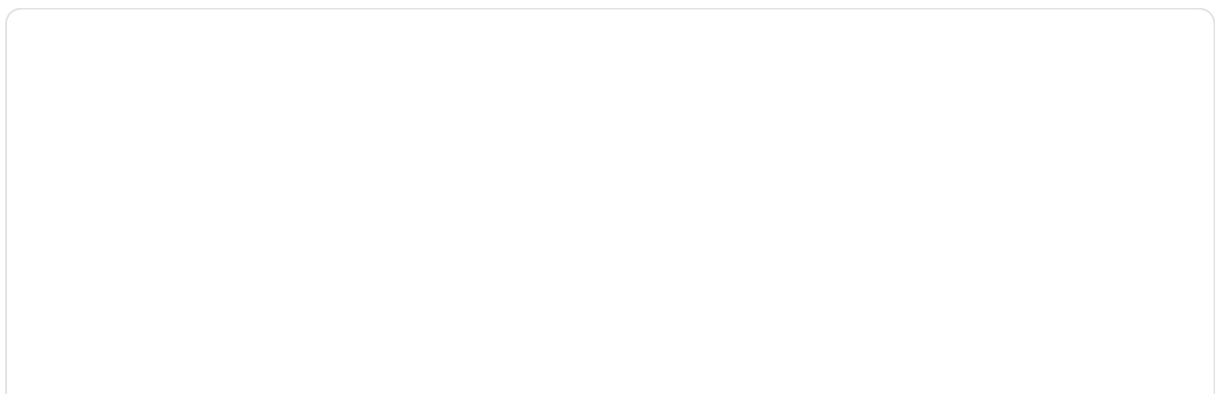
## 2. Niacinamide - 19,259,700 total engagements

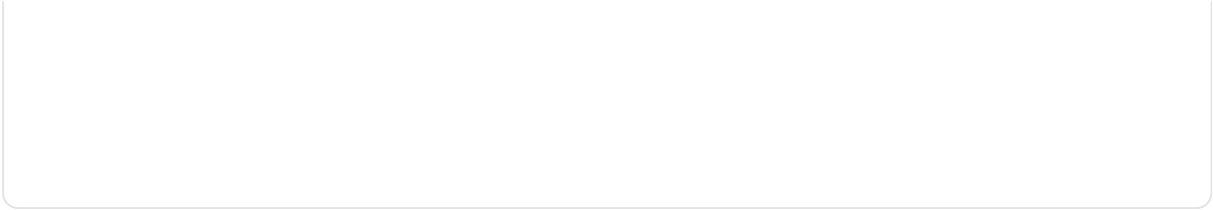


Also known as Vitamin B3, this powerful ingredient can work wonders for the skin. Not only can it help to brighten and treat dark spots, but it also helps to support a healthy skin barrier, which can aid in keeping your skin hydrated and protected.

A great ingredient to add to your routine, BEAUTY PIE members agree too, with (spoiler alert!) our [Brightening Niacinamide Superdrops](#) ranking as our second best-selling product in 2024.

### 3. Salicylic acid - 12,312,900 total engagements






Salicylic acid isn't just any chemical exfoliant—it's your skin's overachieving BFF that tackles pore-clogging debris, excess oil, and dead skin cells like a pro. By diving deep into your pores, this beta hydroxy acid (BHA) doesn't just clear the surface but helps prevent the chaos that leads to breakouts and dullness.

Its breakout-busting, glow-boosting powers have earned it rave reviews from dermatologists, influencers, and beauty editors alike. With a proven track record and the skincare world's stamp of approval, it's no wonder salicylic acid remains a go-to in routines worldwide.

#### 4. **Pixie cut - 11,365,600 total engagements**

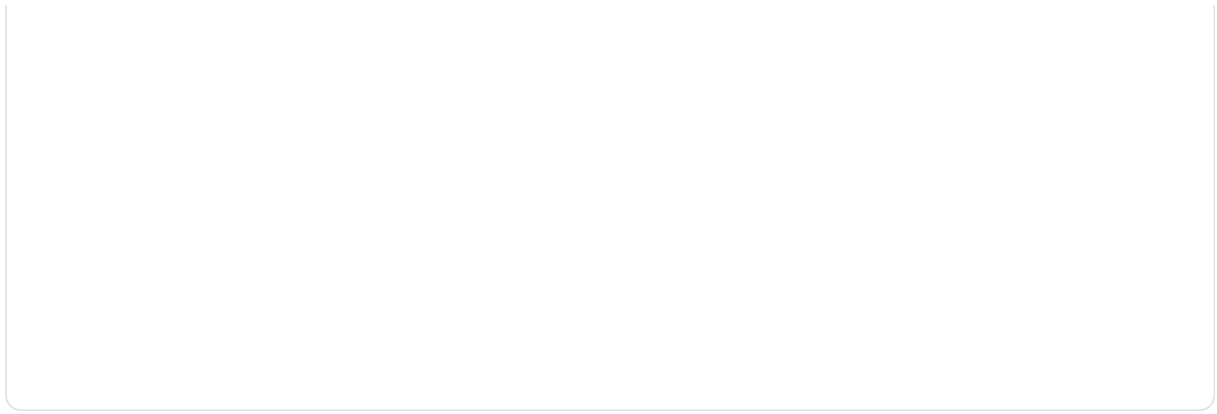


While the Wolf Cut might have won 2024 with almost three times the engagements, the Pixie Cut still had a big year. This super short hairstyle is characterised with shorter sides and back, paired with slightly longer, textured layers on top, it's the perfect balance of edgy and elegant.

Much like the Wolf Cut, the Pixie Cut leans into the year's "perfectly imperfect" trend, celebrating a less polished, more natural aesthetic. Praised for its flattering versatility and low-maintenance charm, this hairstyle suits a wide range of face shapes and hair textures—proving that when it comes to style, sometimes less is truly more.

#### 5. **Natural skin - 10,967,804 total engagements**





This year, the beauty world embraced skin's natural glory, with radiant, dewy complexions stealing the spotlight. Think lit-from-within vibes—hydrated, healthy skin that celebrates what's real and beautiful, rather than masking it.

Sheer foundations and lightweight tinted moisturisers, like the Luminous Mineral Skin Tint Broad-Spectrum SPF 40 Sunscreen became the MVPs of this trend. Packed with skin-loving ingredients like Hyaluronic Acid and Vitamins C & E, it enhances your complexion without overwhelming it.

## 6. Brow lamination - 10,911,700 total engagements

In 2024, brows continued to take center stage, and brow lamination became the go-to trend for anyone chasing that effortlessly full, fluffy, and groomed look. This semi-permanent treatment straightens and sets brow hairs into place, reshaping them to deliver a polished yet natural vibe that defines the year's beauty ethos: low-maintenance chic.

## 7. Coffin nails - 10,908,600 - total engagements

The past decade has been all about the almond-shaped nail, but 2024 was the year of the coffin with over 8.3 million Instagram posts dedicated to the nail trend. Named for resembling a coffin, these nails are longer with a narrow, squared-off tip. They're edgy, they're elegant - and they're here to stay.

## 8. Tretinoin - 9,595,300 total engagements

This prescription medication is a derivative of Vitamin A that's designed to treat skin concerns like acne, wrinkles and dark spots. Whilst it's great at helping tackle various skin issues, it's only available via a prescription in the UK, although it is more widely available in other countries. If you feel tretinoin might help you with a skin concern, it is always worth discussing this with a medical professional first.

## 9. Butterfly cut - 9,415,600 total engagements

With over 9.2 million Google searches over the past year alone, so many people have requested this hairstyle when going into the salon for a refresh. Hailed for creating the illusion of a fuller,

healthier look to the hair, this cut combines short and long layers to create volume and movement throughout the hair.

The shorter layers help to frame the face, and the style itself is inspired by 90s glam (it's essentially a more modern version of the popular 90s 'Rachel' haircut).

## 10. Glycolic acid - 8,093,716 total engagements

Skincare acids were popular with a lot of beauty lovers throughout 2024, including Glycolic Acid, an AHA (alpha hydroxy acid) that's hailed for its ability to remove dead skin cells, encourage new cell turnover, and help support a healthier, glowy look.

Try our [Dr Glycolic Pore-Purifying Glycolic Acid Toner](#) or [Dr Glycolic Multi-Acid \(6.5%\) Micropeeling Glycolic Acid Pads](#) in the evening after cleansing and before moisturising to witness its greatness (and remember to always wear SPF in the day!)

### Positions 11-20

11. Korean skincare
12. Benzoyl Peroxide
13. Retinal
14. Red light therapy
15. Chrome nails
16. Tranexamic acid
17. Azelaic acid
18. Red lipstick
19. Almond shaped nails
20. Retinol serums

Click here to see our [Trends Report from 2024](#).

## British Attitudes to Beauty in 2024/25

### TLDR: The Main Takeaways:

- **20%** of people exclusively buy beauty products when they're on offer
- The top motivations for purchasing beauty products are: suitability for particular skin types (**38%**), special offers (**32%**), cruelty-free (**28%**) and allergen/paraben/toxin-free or organic formulations (**17%**)
- Just **36%** of the general public say they have a consistent beauty regime
- Daily makeup use is rising: **almost a quarter (24%)** of people wear makeup almost every day
- Facial cleansers are now a staple for many people, with **36%** of people adding one to their routine in 2024

- **45%** say they purchased facial care products (such as moisturisers and cleansers), compared to **34%** who say they purchased makeup, and less than **one-third (30%)** invested in body care.

We delved into YouGov data, Great Britain's most trusted source of public opinion, to discover how Brits perceive the world of beauty and how these attitudes have evolved over the years.

So, with all that data in our back pocket, how does the nation feel about all things skincare and cosmetics?

Overall, over one-third (36%) say they have a consistent skincare routine. Interestingly, skincare regimes are now an everyday activity for so many people; it's worth noting that a 'regime' implies a full routine that people follow, whereas the majority of people may be happy with a cleanser and hydrating moisturiser.

The increase in skincare routines may be unsurprising given the sheer amount of information now freely available on social media, meaning people now have access to skincare education at their fingertips.

Another behaviour that has increased over the past couple of years is the motivation to buy products on offer exclusively. Our analysis found that one in three (32%) people tend to buy products when they are discounted. Despite this being a huge factor for shoppers amidst a cost-of-living crisis, it isn't the biggest motivation when purchasing personal hygiene and cosmetic products.

The main motivation when choosing these products is primarily around the suitability for their skin type (38%), whereas special offers are the second biggest motivator (32%), followed by cruelty-free formulations (28%) and the ingredient contents, such as parabens, toxic ingredients, allergens and organic formulations (17%).

## The Top Things People Consider When Buying Beauty Products

- 1 . Suitability for specific skin problems - 38%
- 2 . Special offers - 32%
- 3 . Cruelty-free - 28%
- 4 . Allergen/paraben/toxic-free formulations - 17%
- 5 . Natural or organic ingredients - 17%

The YouGov data also helps us understand the products people have started introducing to their routine over the past year, with facial cleansers making their way into people's beauty cupboards the most. In 2024, 36% of people said they purchased a facial cleanser compared to just 30% of people who invested in body care products.



Another interesting takeaway from the data is that makeup use is on the rise. Cast your minds back to 2020 and 2021 when remote working was the norm, and there were minimal socialising opportunities; meaning we hardly reached for our makeup bags, whereas in 2024, 24% of people are wearing makeup regularly.

The lockdowns of the early 2020s may not be the only factor impacting makeup usage, though, as social media's influence is full of hacks and trends that are likely to play a role in the way we use everything from cream blush to mascara. Whether you're influenced by the full glam looks of Nikkie de Jager or opt for the clean girl barely-there aesthetic, makeup is being used across a broad spectrum as we approach 2025.

Nicola comments: "As makeup continues to rise as an everyday staple for more people, it makes sense that cleansers are also making their way into our skincare routines. Typically, cleansers are used to remove visible dirt and product build-up, so you can immediately see a difference in your skin looking fresh and clean.

"However, even if you're just wearing skincare throughout the day, it's still vital that you cleanse your skin at night to remove oil and any external stressors that may be lingering on the skin

\*Free standard shipping on eligible orders, promotion automatically applied at checkout. [T&Cs apply](#).

## BEAUTY PIE

### Methodology

The experts at Beauty Pie analysed skincare, makeup, body and wellness, hair, and nail trends on TikTok, Instagram, Pinterest and Google to create the 2024/25 Trends Report. To determine the trends that are hot right now and those that we will see everywhere next year, the research team analysed TikTok hashtag views, Instagram hashtags, Pinterest boards, Google search volume for the past 12 months and year-on-year Google search volume data for 408 different trends.

### Legal | T&Cs

To discover the biggest trends of 2024, the experts totalled the number of Pinterest boards, Instagram hashtags, TikTok hashtag views, and average annual Google searches (in 2024) for each trend.

### Other Stuff

The totals were then sorted from highest to lowest, and the top 20 trends with the largest totals are deemed the biggest trends right now.

### Keep in touch

To calculate the biggest up-and-coming trends for 2025, the experts calculated Google search data for each of the trends, comparing the average search volume over the past six months (April 2024 - September 2024) with the previous six months (October 2023 - March 2024) to reveal shipments of amazing beauty products, direct from the labs that make them (no middlemen, no retailer markups)!

Data from YouGov Profiles Great Britain.

Enter your email address here





United Kingdom (GBP)

Retinol

Insights

Makeup



United Kingdom (GBP)



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