FutureBridge

IS AI THE FUTURE OF BEAUTY HYPER PERSONALIZATION?

Core Drivers of Beauty Hyper Personalization

PARADIGM SHIFT TOWARDS Hyper PERSONALIZATION

- Dynamic segmentation
- Unique offering per individual
- Create individualized, tailored customer experiences
- Utilizes behavioural & real-time data
- Advanced predictive capabilities
- Highly adaptable with changing customer needs
- Precisely aligns with even the most nuanced customer preferences

AI as a Major Growth Enabler in the Personal Care Industry

The Gen Z Influence on Market size of AI in Beauty
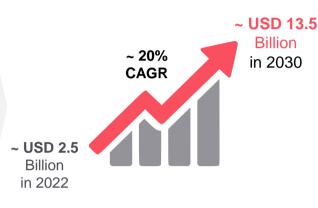
Gen Z cohort's influence is a **key dynamic**

Gen Z seek brands that embrace AI, diversity, inclusion, and Hyper personalization

7 out of **10** Gen Z shoppers are willing to pay **10%** more for Hyper personalized beauty products online

~ USD 2.5 Billion in 2022

~ 20% CAGR

~ USD 13.5 Billion in 2030

AI Redefines Personal Care with Hyper Personalization

AWARENESS
Understanding individualized requirements

RESEARCH
Guidance on selecting products or treatments

DECISION MAKING
Visualization of the outcomes

PURCHASE
Develop products and services

FEEDBACK
Customized communication and feedback

Emerging Technologies and Trends in AI led Hyper Personalization

Trends
- Brands embracing diversity and inclusivity
- Robotic Hyper personalized home salon experience
- Tailored skin care regimen and products

Innovations
- AI powered robotic beauty services
- Gene-based AI skincare personalization
- Smart fragrance enabled devices
- AI with motion and voice recognition technologies

Collaborations
- Brands collaborating with AI providers for enhancing Hyper personalized experiences
- Retailers leveraging AI capabilities for understanding consumer behavior

Mergers and Acquisitions
- Global leaders acquiring beauty tech for innovation
- Mergers to leverage disruptive beauty technologies globally for a market advantage

Future ahead for AI-based Hyper personalization

Gene-Based Skincare for Ageless Beauty
Hyper personalization to gene-based skincare

AI + 3D Printing
3D print customized cosmetics like patches, lipsticks, etc.

AI Influencers
Aitana - Spanish model created by AI

Generative Skincare
SkinGPT - Visualizes Product use Outcomes using AI

AI Powered Electronic Skin
Real-time skin data collection for diagnosis and treatment

AI + Holographic Technology
Human-like personal care assistant

AI + Quantum Computing
Quicker, more complex machine problem-solving

AI + Blockchain (DIY4U Project)
On-spot product formulation

Futuristic Perspectives

- **AI Enhancing Value and Innovation**: AI will amplify existing technologies, redefining the future of beauty personalization with innovative solutions.
- **Empowered Consumer Choices**: AI-driven tools will offer consumers more personalized beauty experiences, enriching their shopping journey.
- **Real-Time Insights for Deeper Engagement**: Brands will leverage AI-driven behavioral data to accurately anticipate trends, fostering stronger customer connections.

About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, Identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.