

Beautytech startups Radar 2024 France & Asia

Our vision of the ecosystem

April 2024

The Positive Way
WAVESTONE

Wavestone



Nous accompagnons les grandes entreprises et organisations dans leurs transformations les plus critiques



17 pays

+5500 collaborateurs

**Business
Technologie
& Sustainability**



CA +800 M€

In short



CHAPTER 1
Methodology of the Radar

CHAPTER 2
French Radar

CHAPTER 3
Asian Radar

CHAPTER 4
Cross-analysis

CHAPTER 5
Wavestone

Wavestone brings the 2024 edition of the Beautytech startup radar.

Discover the Beautytech startup ecosystem, from its key trends to its latest technological innovations, precursors of the sector's future transformations.



01

Methodology of the Radar



Methodology

TO BRING VALUE TO OUR CUSTOMERS



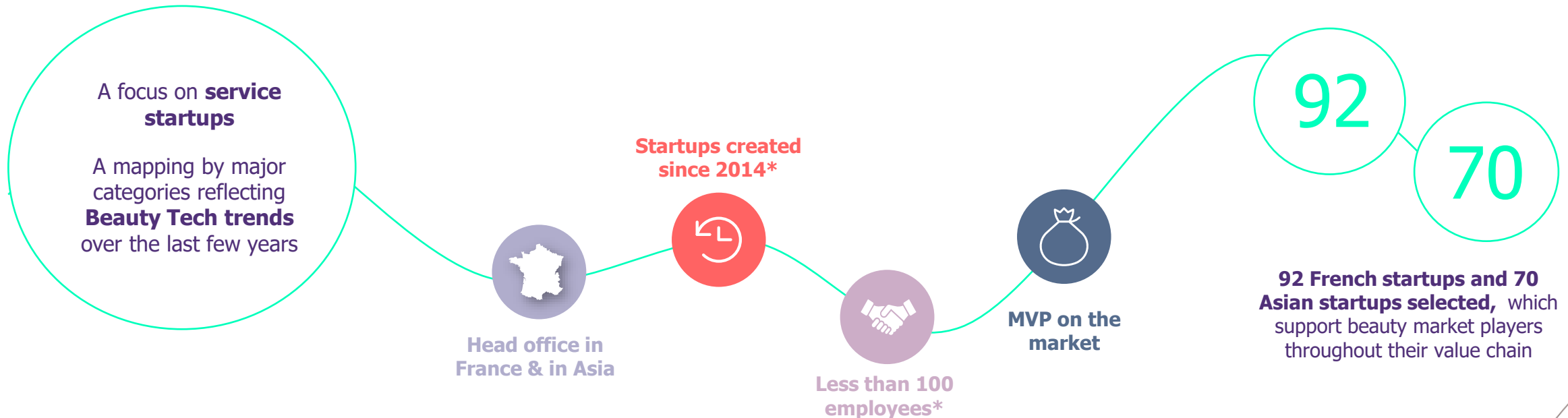
Our mission is to create **added value** for our customers.

We stay **one step ahead** of the changing **Beauty Tech industry** in two **fast-moving markets: France and Asia** by developing **business synergies** between identified startups and our clients.

OUR APPROACH

SELECTION CRITERIA

RESULTS



*With 3 exceptions, but which were relevant to retain



02

French
Radar





A SERVICE & B2B ORIENTED APPROACH

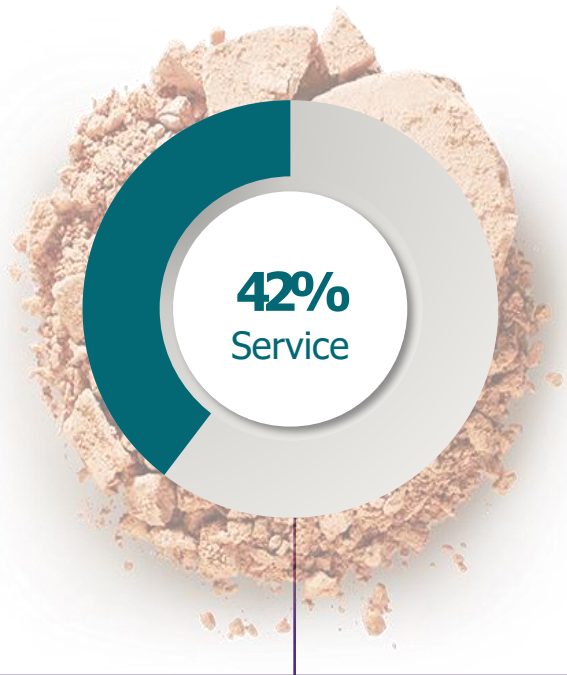


A service & B2B oriented approach



A FOCUS ON SERVICE AND B2B STARTUPS WITHOUT NEGLECTING THE REST OF THE MARKET

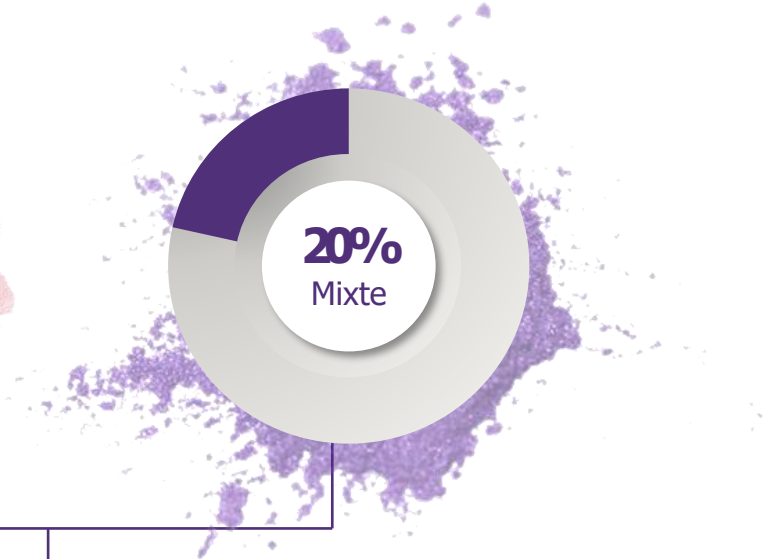
Most of the radar startups offer a **service** and have a **B2B** (or B2B2C) approach, bringing added value to players in the beauty sector.



of which **56%** are B2B startups and **44%** B2B2C



of which **69%** are B2C startups





TRENDS



Major trends in Beauty Tech



ECHOING THE BEAUTY TECH RADAR



The **composition of cosmetics and skin care products** is strictly regulated at European level. The UFC-Que Choisir association regularly singles out certain non-compliant products. In autumn 2017, 140 non-compliant products were withdrawn from the market following checks carried out by the DGCCRF (Direction Générale de la Concurrence, de la Consommation et de la Répression des Fraudes).

Even a major platform such as Doctissimo, the health website of the Lagardère Active group, has launched a digital platform on beauty, Le Lab by Doctissimo, where more than 7,000 products are already listed.

Today, **consumer opinion is crucial** for product recommendation. According to a study by IFOP (the French public opinion institute), "87% of French people said they looked at customer reviews before making a purchasing decision" and "79% of French people trust customer reviews".



In the age of AI, brands are launching **personalised products** to win over consumers who want to feel special. For Véronique Drecq, director of the "beauty brand" chair at ESSEC, the movement is here to stay: "Today, all social bodies have shown their limits to some extent. As a result, consumers are focusing on themselves".

A new era of personalised beauty: **different elements can be personalised** (ingredients, textures, packaging). The ambition is therefore **to democratise 'made-to-measure' skincare** and make accessible a costly technology still reserved for the medical field, to remain relevant in **an ultra-competitive and ultra-innovative market.**

EMUAGE
seasonly

LABOTÉ
O MY NOTE



Major trends in Beauty Tech

ECHOING THE BEAUTY TECH RADAR



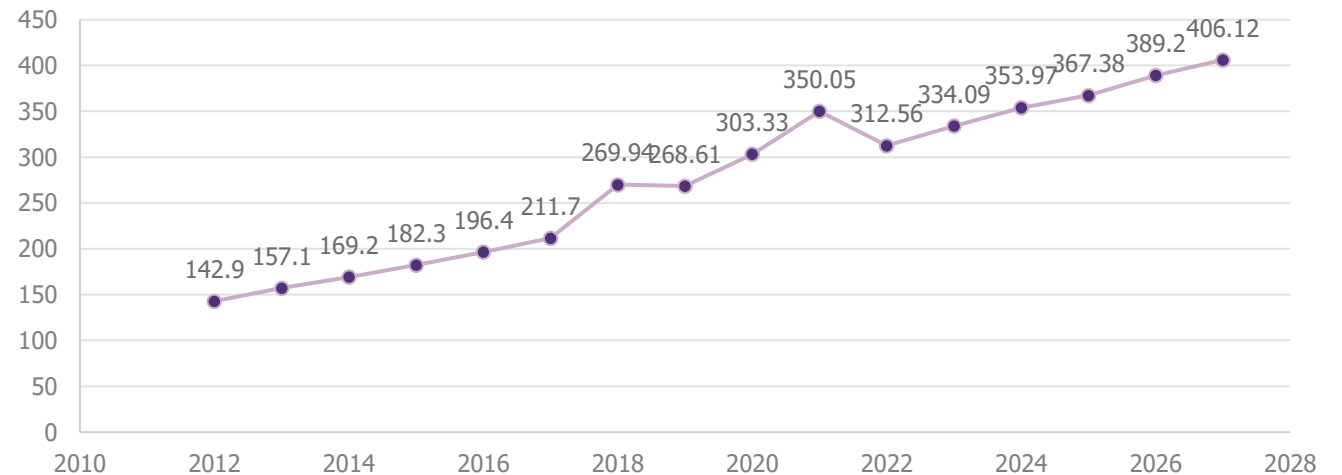
The organic and natural cosmetics market is expected to reach **€1.4 billion by 2024**. More involved in what they put on their skin; the French people are increasingly turning to buying from organic cosmetics websites.

Cosmebio recently conducted a study of the organic cosmetics market and its consumers, alongside IFOP (Institut d'études opinion et marketing en France). More than **half of buyers have increased their average expenditure**, a trend that is probably also linked to price rises. 71% of consumers spend more than 20 euros a month, compared with 60% in 2020 and 42% in 2016. In detail, 45% spend between €11 and €20 a month, and 22% between €21 and €40.

New trends are emerging: vegan cosmetics, slow cosmetics, home-made cosmetics, farm-to-face, etc.



Sales of ecological and organic beauty products in France
(in millions of euros)





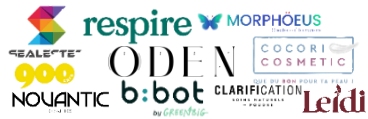
Major trends in Beauty Tech


ECHOING THE BEAUTY TECH RADAR



Consumers want more and more natural products. The more natural the products are, the less shelf life they have. There is a growing need for **augmented packaging** that is in tune with consumers concerns.

Today, conventional products such as mascara, skincare products and lipsticks have a shelf life of between 1 and 12 months. For products with fragrances, it can be up to 36 months. But as soon as the products are natural, the shelf life is drastically reduced. However, a **poorly preserved cosmetic product has a direct impact on its shelf life**. Several trends are therefore emerging. Firstly, **refillable cosmetics with long-life packaging**.



Many brands, are also offering specialised 'fridges', such as  to improve the preservation of products at home.



Neuroscience is not a new trend, but the cosmetics industry has been taking an increasing interest in it in recent years. Today consumers are looking for a **holistic experience**, for products which **have proven scientific effectiveness**. But it doesn't stop there, beauty players are seeking to **go further in understanding their consumers**, they are looking at the **impact of formulas on the well-being , on emotions** of consumers to continually improve formulas.

Via **psychometric tools, analysis of the brain** and **emotions**, brands are now able to measure the **emotional impact of their products**. Neurosciences are the best ally for understanding a demanding c consumer and creating a privilege relationship. **Neurocosmetic is an emerging trend to look at closely**.





RADAR





The 2024 French Beautytech startup radar

By WAVESTONE





Spotlights (1/2)

ON SEVERAL STARTUPS



BIOTECHNOLOGY

"Provides services to **replace petro-sourced molecules with bio-sources products** derived mainly from larvae"

- Hair care, skin care, make up and packaging
- Supporting **their clients in the co-design** of Chitosan adapted to their formulation



→ Provides a support to find the formula adapted to their clients' need (B2B model)

[Website](#)



AUGMENTED REALITY CUSTOMISATION

"Cost-effective **solution** to create **powerful and immersive 3D marketing campaigns**"

- **Easy-to-use personalization tool** to use Augmented Reality
- **Example of features:** incorporation of AR message when doing a gift, creating an instant winning game or designing an immersive product tutorial



→ Templates or custom-made retail experience (2 options)
 → Conversion rate increased by 94% compared to traditional campaigns

[Website](#)



AUGMENTED REALITY WEB 3

"All-in-one **Web3 platform** that helps brands & agencies to **manage their Web3 strategy centrally**"

- **Licensing system with additional services** depending on requirements
- **Immersive commerce** and **consumer engagement/loyalty/experience**



→ Proposes 3D assets to create an O+O experience
 → Works with a 3rd party to support project management

[Website](#)



AUGMENTED REALITY EXPERIENCE

"**Customized augmented reality service** to enhance **customers and businesses' experience**"

- **O+O experiences** to improve customer journey and increase conversion
- **Augmented reality** experiences to enhance in store experience



→ Ensures high quality thanks to their own 3D creation studio

[Website](#)

France | 2024



Spotlights (2/2)

ON SEVERAL STARTUPS



CUSTOM-MADE

RETAILTAINMENT

“ Custom-made, next generation in-store experiences ”

- Fragrance test experience automatization, liquid product testing...
- Designs, develops and manufactures **its own proprietary retail technologies**
- Provides a **monitoring dashboard** to follow-up on devices activities

CONCEPTION

PRODUCTION

SALES

ADVERTISING

CUSTOMER CARE

- Specialized in tailored Retailtainment experiences
- Monitoring dashboard

[Website](#)



DISRUPTIVE PHYGITAL

AI

“Cutting edge AI solutions to transform customer experience”

- “**Contactless**” sales & marketing activation platform
- **Engages customers** with survey/games built on brand’s visual identity through apps or interactive screens

CONCEPTION

PRODUCTION

SALES

ADVERTISING

CUSTOMER CARE

- Contactless experiences
- 3 main product ranges: phygisurvey, phygishop & phygiplay

[Website](#)



SURVEY

AI

“AI-enhanced online survey software to reveal customers’ emotions”

- Analysis of **consumers’ conviction** via the way they fill the survey
- Customer support on **test design** and **results reading**
- Used for **usage** studies, **concept** testing, **packaging** and **visuals** feedback

CONCEPTION

PRODUCTION

SALES

ADVERTISING

CUSTOMER CARE

- Measures implicit customer insights to overcome cognitive biases

[Website](#)



ANTI-WASTE

MARKETPLACE



“All the unsold products are recovered and given a chance”

- Selection of **brands** and **products**
- **Limited lifespan** products catalogue
- Highlight of consumers’ routine

CONCEPTION

PRODUCTION

SALES

ADVERTISING

CUSTOMER CARE

- Promotes the ecological commitment of brands
- Recovers unsold stock

[Website](#)



CATEGORIES DEEP DIVE

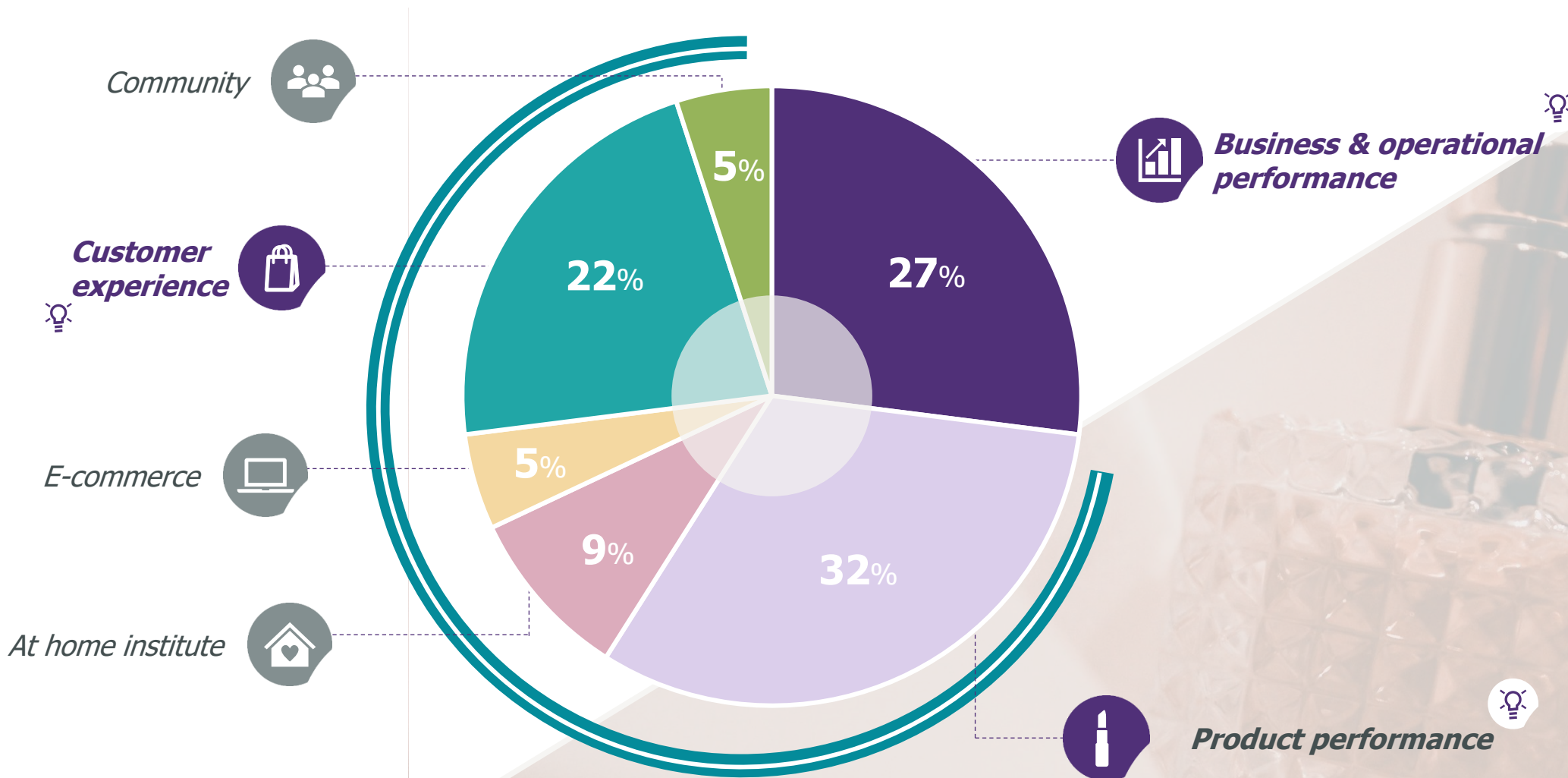




3 major topics



WITH A PREDOMINANCE OF THE NOTION OF PERFORMANCE IMPROVEMENT, WHETHER PRODUCT OR BUSINESS



Community



Customer experience



E-commerce



At home institute



Business & operational performance



Product performance

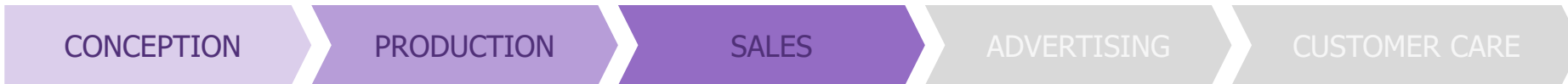




Business & operational performance

Companies need to be increasingly efficient and improve their operational performance to focus on the consumer experience. This can range from increasing efficiency throughout the value chain to implementing innovative and optimal product conception techniques or retail/e-retail management tools.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Conception optimization (R&D)

- ▶ Biotechnology for bio-sourced products
- ▶ Data-based decisions software
- ▶ Product analysis software

Retail / E-Retail

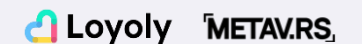
- ▶ Loyalty and sponsorship platform
- ▶ Sales platform tool
- ▶ Interactive marketing campaign

Supply

- ▶ Supply chain optimisation tool
- ▶ Stock tracking tool
- ▶ Anti-counterfeiting fight process
- ▶ Carbon footprint tracking and reduction tool

B2B/B2B2C startups

8 sustainable startups



Focus on a spotlight startup



B2B

BIOTECHNOLOGY

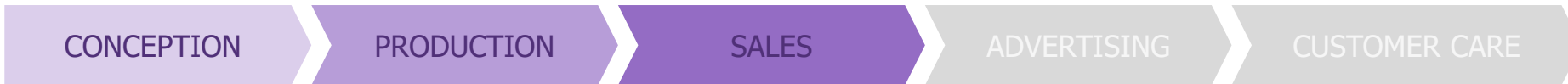
Sustainable



Product performance

There are **more and more competitors in the beauty sector**. Companies must therefore **differentiate themselves by offering their consumers even more effective products or services** that provides **real added value**. This category also highlights major trends among B2C startups with a different approach or an innovative offering.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Treatment

- ▶ Robotic massage solution

Diagnosis

- ▶ Neuroscience to measure receptiveness to products and solution

Formula, conservation & packaging

- ▶ Natural/vegan/green/responsible/organic cosmetics and skin care products
- ▶ Responsible/recycled packaging
- ▶ Zero-waste/refillable products

B2C/B2B/B2B2C startups

24 sustainable startups

CAPSIX
ROBOTICS

N.A.E.
NATURAL ACTIVE ESSENCE

SEALETTER

CLÉMENCE
& VIVIER

HORACE

Leidi

DE BLANGY
PARIS

Holidermie
HOLISTIC BEAUTY

respire

NOUANTIC
COSMETICS

b:bot
by GREENBIG

les
Bénéfiques

ROWSE

BIOSME
L'ATELIER □ PARIS

cozie

Lao

Horée

beautigloo
PARIS

les bois

COCORI
COSMETIC
QUE DU BON POUR TA PEAU !

ODEN

HO
KARAN
ALL HEMP NO STRESS

Happycuriennes

MORPHOEUS
CREATORS OF AMPLITUDE

LYS VEGANBOTTLE
PACKAGING

Typology.
PARIS

CLARIFICATION
SOINS NATURELS
- POUVRE

900
COS

NEUROKUMA



At home institute

Booking services from home and giving access to professional treatments at home through platforms are now a **must have**. Indeed, it is a **real added value for companies** because it allows them to **better connect with clients** or to **reassure them** on services received at home. This category also highlights the interest of consumers for home connected devices.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Service booking

- ▶ Beauty and wellness treatments booking platform
- ▶ Homecare and home services booking platform

Connected device

- ▶ Cosmetics manufacturing
- ▶ Technologies for sleep quality improvement

B2C/B2B/B2B2C startups

BeautyMix

SIMONE

UALA.
by treatwell



dream

wecasa

POPMYDAY

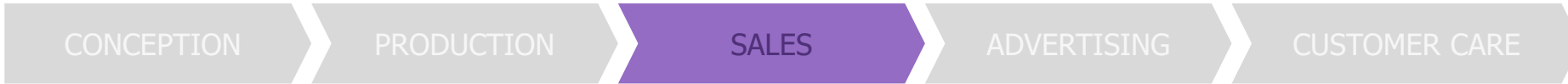
Mon Beau Miroir



E-commerce

Specialised marketplaces are a huge opportunity for companies to boost sales, resell and promote end-of-life products and so fight against cosmetic waste. Through e-commerce platforms, companies can bring personalized shopping experiences and give their consumers the opportunity to discover new products.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Marketplace

- ▶ Reselling/promoting end-of-life/unsold products platforms
- ▶ Personalized beauty product discovery and testing service
- ▶ Targeted beauty marketplace/platform

B2C/B2B/B2B2C startups

2 sustainable startups



Focus on a spotlight startup



B2B2C

Sustainable



Customer experience

Customers are looking for **tailor-made and hyper personalized experiences**. As a result, companies must offer **new ways of interactions and phygital experiences** to consumers to engage them. **New technologies such as augmented reality or virtual reality** must be mastered by brands to better advertise, offer immersive experiences and boost their sales.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Instore/Retailtainment

- ▶ Offline Retailtainment with digital content
- ▶ Augmented reality
- ▶ 3D content

Personalization

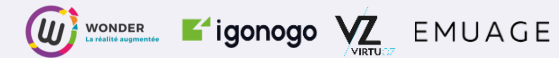
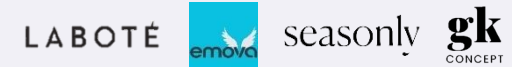
- ▶ Skin diagnostic solution
- ▶ Personalized facial treatment

Voice of customer

- ▶ Customer's emotions identification
- ▶ AI for customer feedback understanding
- ▶ Customer management satisfaction platform

B2C/B2B/B2B2C startups

2 sustainable startups



Focus on a spotlight startup



B2B2C

AR

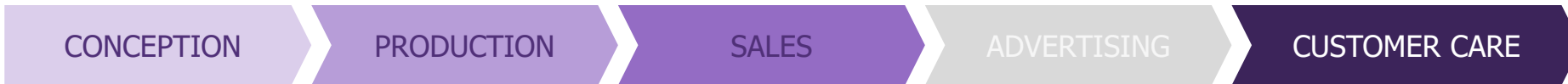
EXPERIENCE



Community

Building a brand community with consumers allows brands to **connect with people** that share their values. Putting the consumer at the heart and **collecting feedbacks** is a huge opportunity for developing better products and boost sales. Today, consumers are looking for engaged and responsible brands that involve them in the conception/production process.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Product review

- ▶ Beauty recommendation website based on consumers advices and opinions
- ▶ Beauty social network
- ▶ Application for decoding beauty products composition

Product conception with consumers

- ▶ Co-creation product design platform

**B2C/B2B/B2B2C
startups**

convié

MON
VANITY
IDEAL

 **BEAUTY DECODED**

CRÈME
DE TOI
LA CO-CREATION COSMÉTIQUE





ZOOM

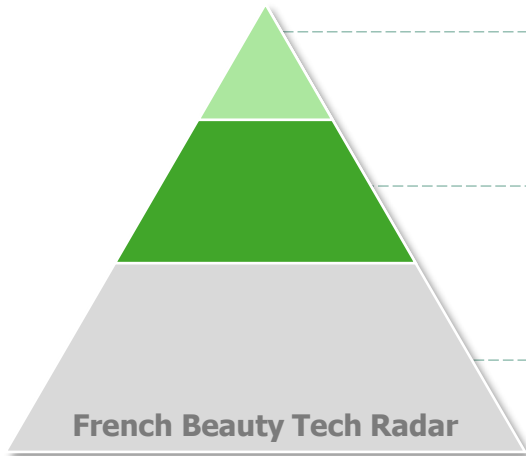




Zoom on Clean Beauty initiatives



WITH AN INCREASING NUMBER OF STARTUPS WHOSE CORPORATE PURPOSE IS TO CHANGE FOR SUSTAINABLE BUSINESS MODELS

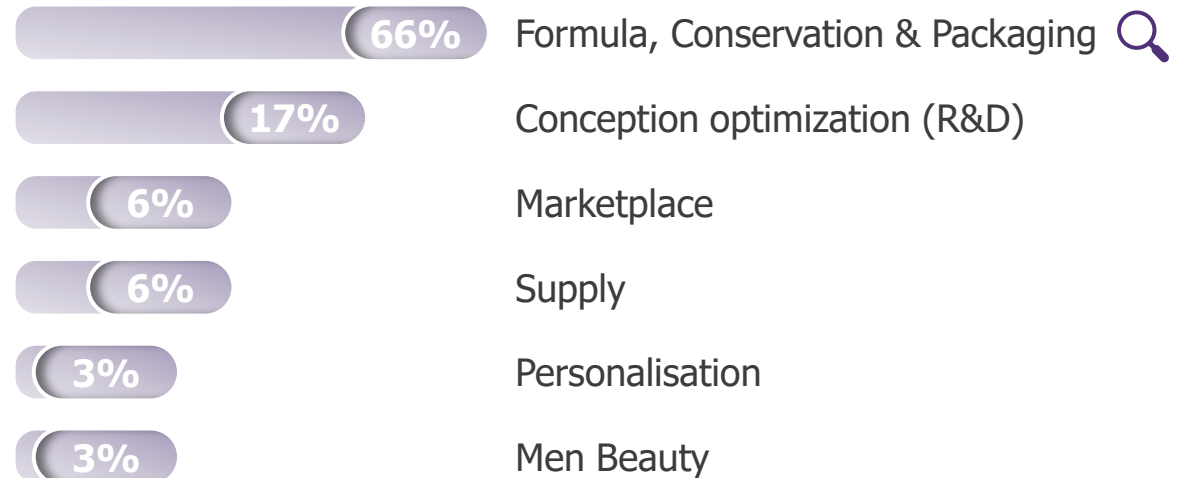


11% of startups are committed to helping clients become more responsible

39% of startups have the **Clean Beauty** tag

92 startups on the French Beauty Tech Radar

But what categories do they fall into?



Focus on a startup



B2B

FORMULATION, CONSERVATION, & PACKAGING

LYSPACKAGING manufactures bottles, jars, pillboxes, caps, water bottles and cups that are **100% biosourced, petroleum-free, biodegradable** and **industrially compostable**. The startup **reduces CO2 emissions by at least 50%** compared with traditional plastic.

Foundation date: 2015

11-50 employees

Zoom on Supply category



TO BETTER UNDERSTAND THE VALUE PROPOSITIONS OF STARTUPS IN THE SUPPLY CATEGORY

6


startups are categorised under the Supply category

3

startups are specialising in product traceability

2

startups have the Clean Beauty tag

 visionairy  trace for good.



 LORIN

 EasyID



WHY INVEST IN PRODUCT TRACEABILITY TOOLS?

#1 Monitor distribution partners

Companies are using Supply Chain data to better understand how their distribution network is performing. One of the key challenges of traceability programmes is to capture information at the intermediate stages of the supply chain, when products are in transit with distributors.

#2 Demand forecasting, sales and operations planning (S&OP)

Traceability can improve forecasting and inventory management: (1) by increasing visibility of distribution centre operations to facilitate S&OP, (2) by enabling brands to keep an eye on the age of products and manage refills.

#3 Circular economy, recycling, and carbon footprint tracking and reduction

Traceability is enabling the emergence of new business models where the packaging or the product itself can be reused to reduce the carbon footprint and save costs.

#4 Regulatory and trade restrictions compliance

#5 Product and ingredient transparency

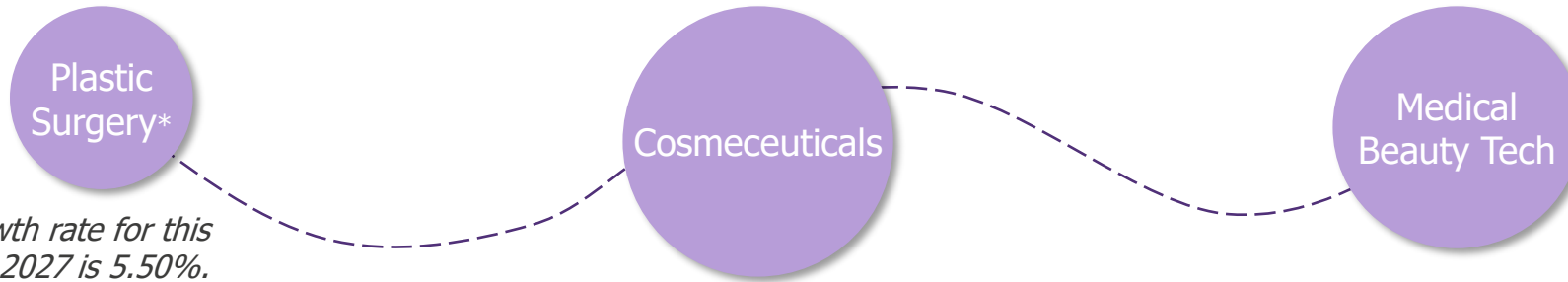
Brands are increasingly keen to be more transparent with their consumers, so it's vital to be able to trace products and their ingredients.

🔍 Zoom on Medical beauty

TO BETTER UNDERSTAND THIS GROWING TREND

5
startups can be classified as "Medical Beauty"

“The desire to explore **new frontiers in beauty** has led the industry to **flirt with the medical field.**”



**The expected annual growth rate for this industry between 2024 and 2027 is 5.50%.*



3
startups in the Conception optimization (R&D) category



2
startups marketing a device for diagnosis or having an impact on consumers

Zoom on Beauty Tech devices



TO FOCUS ON STARTUPS MARKETING DEVICES OR OFFERING DEVICE-RELATED SERVICES

dreem

Dreem focuses on developing devices and solutions to help people **better understand** and **optimise their sleep**.



CapSix offers iYU™, a **robotic massage** solution to stable quality of care, regularity and intimacy, and perfectly complement practitioners' treatments.

CAPSIX
ROBOTICS


NEUROKYMA

Neurokyma provides new objective data on **product benefits** for consumers, by characterising their **degree of receptiveness** (*emotional, olfactory and sensory neuromarkers*).



BeautyMix offers a **small robot that allows through a single button to create cosmetics at home**.

BeautyMix



03

Asian Radar





A SERVICE & B2B ORIENTED APPROACH



A service & B2B oriented approach



A FOCUS ON SERVICE AND B2B STARTUPS WITHOUT NEGLECTING THE REST OF THE MARKET

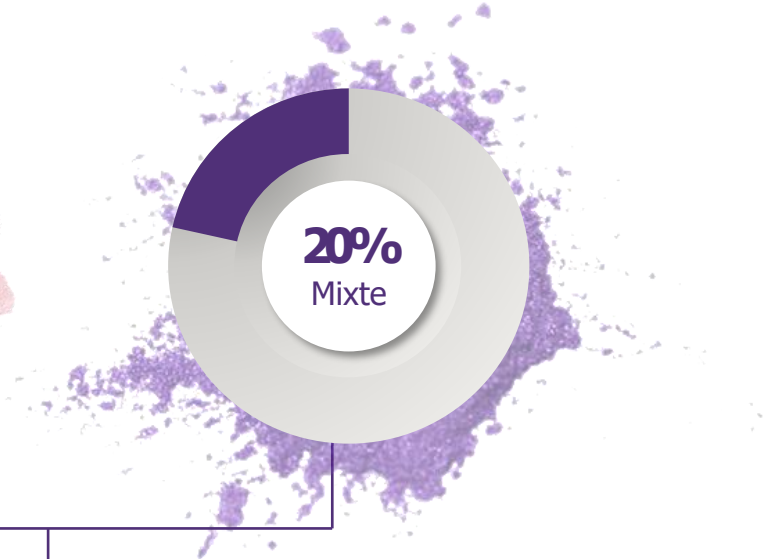
Most of the radar startups offer a **service** and have a **B2B** (or B2B2C) approach, bringing added value to players in the beauty sector.



of which 40% are B2B startups and 29% B2B2C and B2B/B2C



of which 31% are B2C startups





RADAR



The 2024 Asian Beautytech startup radar

By
WAVESTONE





Spotlights

ON SEVERAL STARTUPS



banuba

VIRTUAL TRY-ON 2.0

3D STORES

“Banuba aims at developing the most immersive augmented reality solutions.”

- Develops **software solutions** to build **immersive** augmented reality platform
- Online 3D virtual shop solution with realistic virtual try-on platform for customers to access product characteristics and recommendations

CONCEPTION → PRODUCTION → SALES → ADVERTISING → CUSTOMER CARE

→ +200% increase in online sales +60% reduction in product returns
→ \$12M fundraising

[Website](#)



MISTRIX

PRODUCT RECOMMENDATION

AI

“Generative AI tech to enhance shopper experience, breaking the limitations of traditional cosmetics shopping”

- Uses generative AI to **match shoppers’ face picture to its reference look**
- Provides insights to beauty brands, identifying trending looks

CONCEPTION → PRODUCTION → SALES → ADVERTISING → CUSTOMER CARE

→ Deep link with community and social media
→ x4 purchase offline to online conversion rate

[Website](#)



PERFECT

VIRTUAL TRY-ON 2.0

SKIN DIAGNOSIS

“An omnichannel AI Skin Diagnostic and Analysis Solution”

- Cutting-edge technology in the skincare market with ultra-fast edge AI algorithm
- **Expertly analyses facial images**, swiftly determining all 14 types of skin concerns, skin types, and skin age in under 2 seconds

CONCEPTION → PRODUCTION → SALES → ADVERTISING → CUSTOMER CARE

→ +85% increase in sales +200% purchase conversion +300% time spent on site/in shop
→ Participation to Vivatech

[Website](#)



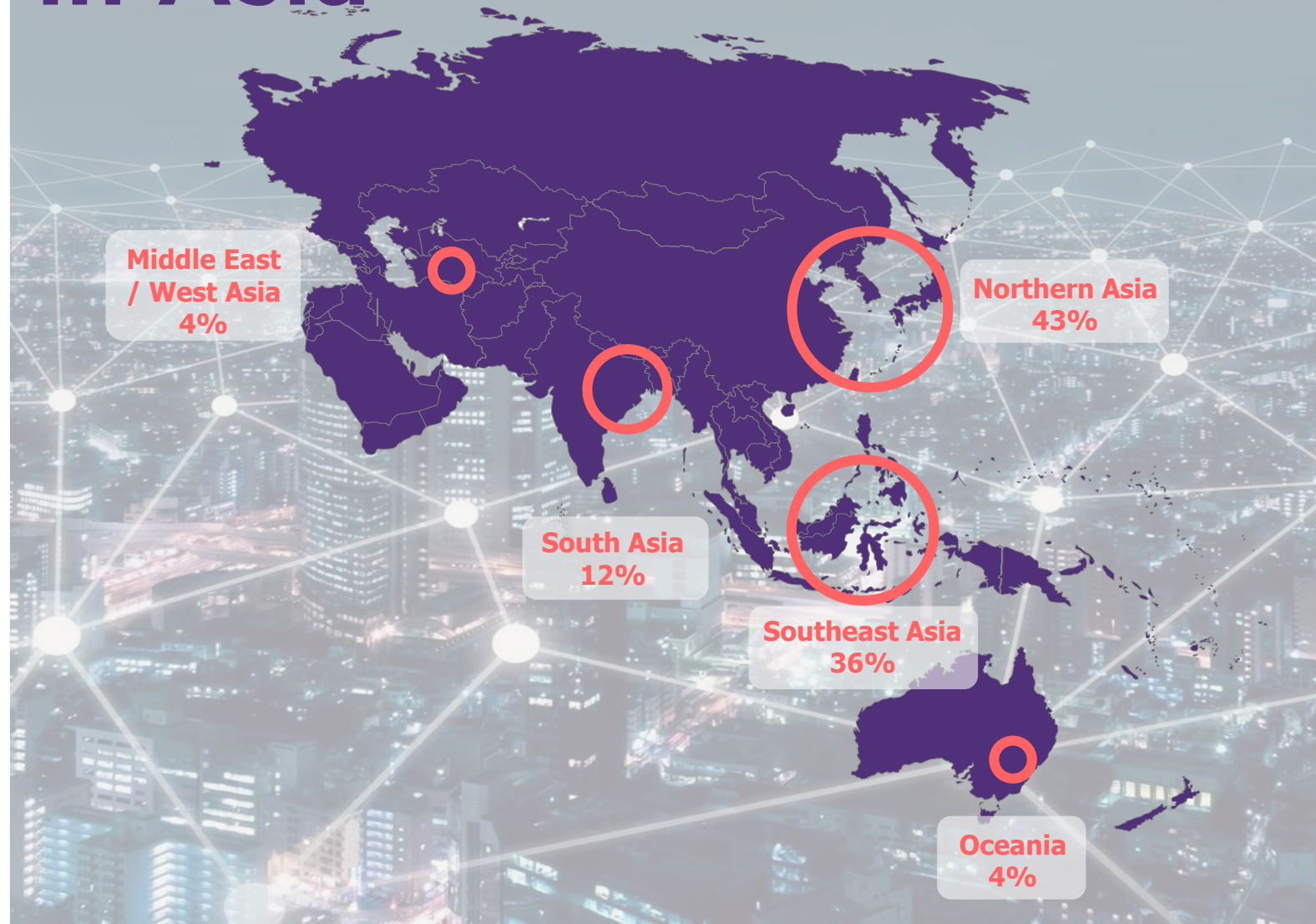
Singapore and Korea, leading Beauty Tech industry in Asia



Northern Asia and **Southeast Asia** are leading beauty tech in Asia, representing **79%** of total startups in the industry. **Singapore** is the absolute leader in beauty tech and closely followed by **Korea**, representing respectively **1/3** and **1/4** of all startups in Asia.



Singapore is the cradle of many startups focusing on **medical beauty**, and **community**-oriented startups are mostly founded in **Korea** and **Singapore**.





CATEGORIES DEEP DIVE

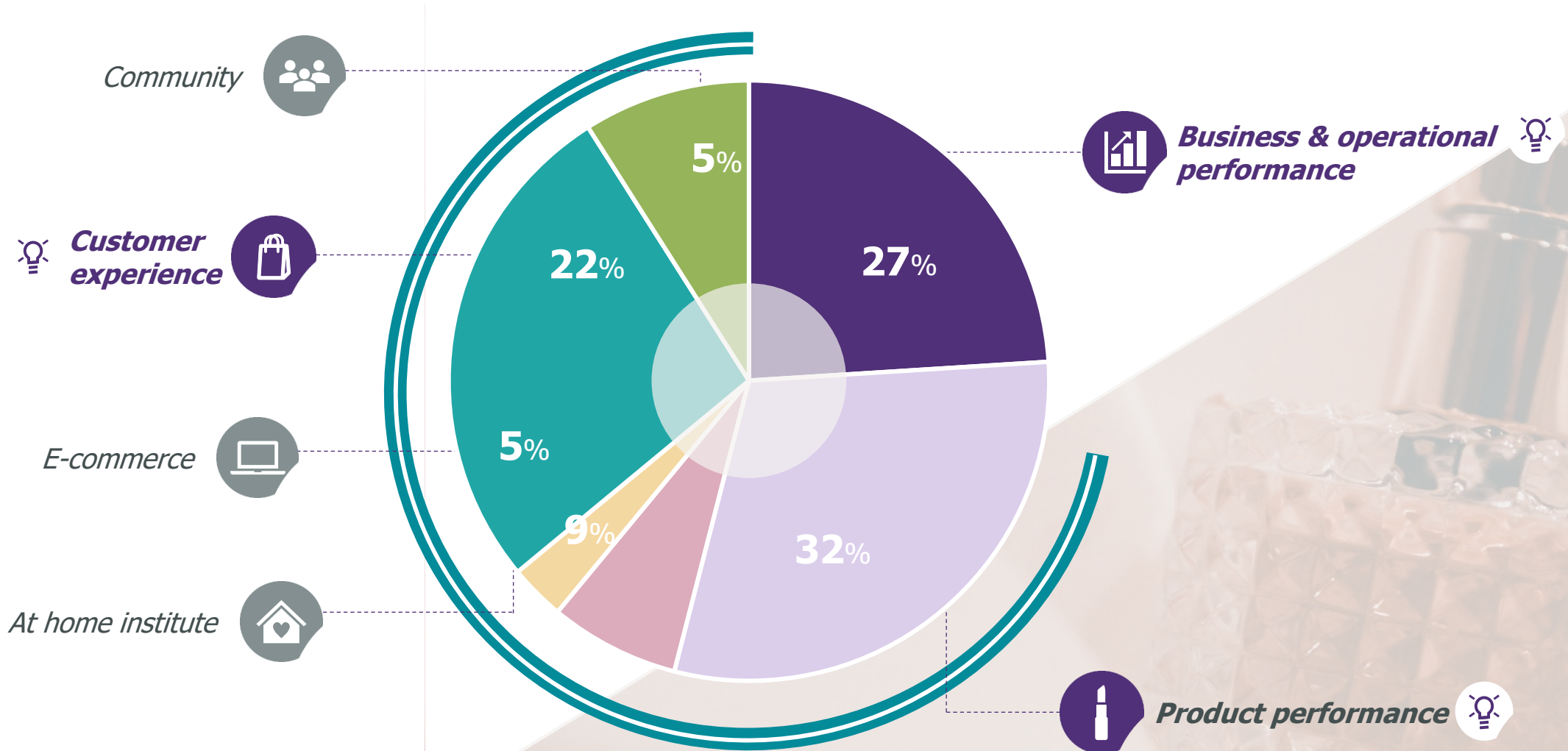




3 major topics



WITH A PREDOMINANCE OF THE NOTION OF PERFORMANCE IMPROVEMENT, WHETHER PRODUCT OR BUSINESS



Community



Customer experience



E-commerce



At home institute



Business & operational performance



Product performance

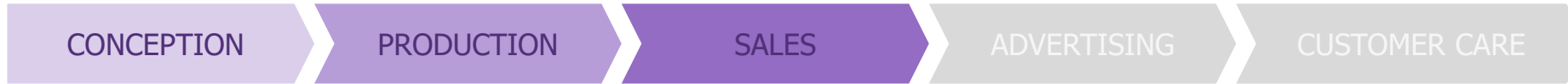




Business & operational performance

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Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Conception optimization (R&D)

- ▶ Biotechnology for bio-sourced products
- ▶ Data-based decisions
- ▶ Product analysis

Retail / E-Retail

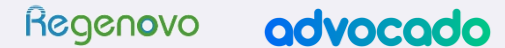
- ▶ Loyalty and sponsorship platforms
- ▶ Sales platform tools
- ▶ Interactive marketing campaigns

Supply

- ▶ Supply chain optimisation
- ▶ Stock tracking
- ▶ Anti-counterfeiting fight
- ▶ Carbon footprint tracking and reduction

B2B/B2B2C startups

3 sustainable startups



Focus on a spotlight startup



B2B

AI



Product performance

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Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Treatment

- ▶ Robotic massage solutions

Diagnosis

- ▶ Measurement of the degree of receptiveness to products and solutions

Formula, conservation & packaging

- ▶ Natural/vegan/green/responsible/organic cosmetics and skin care products
- ▶ Responsible/recycled packaging
- ▶ Zero-waste/refillable products

B2C/B2B/B2B2C startups

16 sustainable startups



Focus on a spotlight startup

lele.lululab



B2C / B2B

AI



At home institute

Booking services from home and giving access to professional treatments at home through platforms are now a **must have**. Indeed, it is a **real added value for companies** because it allows them to **better connect with clients** or to **reassure them** on services received at home. This category also highlights the interest of consumers for home connected devices.

Impacted steps of the product life cycle



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Service booking

- ▶ Beauty and wellness treatments booking platforms
- ▶ Homecare and home services booking platforms

Connected device

- ▶ Cosmetics manufacturing
- ▶ Technologies for sleep and improving sleep quality

B2C/B2B/B2B2C startups



Focus on a spotlight startup



B2C

INNOVATION



E-commerce

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Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Marketplace

- ▶ Reselling/promoting end-of-life/unsold products platforms
- ▶ Personalized beauty product discovery and testing services
- ▶ Targeted beauty marketplaces/platforms

B2C/B2B/B2B2C startups

Limese.

BEAUBIT

Focus on a spotlight startup

Limese.



B2B

INNOVATION



Customer experience

Customers are looking for **tailor-made and hyper personalized experiences**. As a result, companies must offer **new ways of interactions and phygital experiences** to customers to engage them. **New technologies such as augmented reality or virtual reality** must be mastered by brands to better advertise, offer immersive experiences and boost their sales.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Instore/Retailtainment

- ▶ Robotic massage solutions

Personalization

- ▶ Skin diagnostic solutions
- ▶ Personalized facial treatments

Voice of customer

- ▶ Customer's emotions identification
- ▶ AI for customer feedback understanding
- ▶ Customer management satisfaction platform

B2C/B2B/B2B2C startups

3 sustainable startups

novera CODE Meee

banuba OSAKAKUMA

PERFECT BIGTHINX

Clearya BEAUTY FACT

cureskin ZEPETO VIZZ

MISTRIX SAGE YLANG GRITJZ

smytten Mirant hairfit.

Focus on a spotlight startup

BEAUTY FACT

B2C

DIAGNOSIS

SKIN ANALYSIS

Sustainable



Community

Building a brand community with consumers allows brands to connect with people that share their values. Putting the customer at the heart and collecting feedbacks is a huge opportunity for developing better products and boost sales. Today, customers are looking for engaged and responsible brands that involve them in the conception/production process.

Impacted steps of the product life cycle



Key and relevant topics for beauty industry

Product review

- ▶ Beauty recommendation website based on consumers advices and opinions
- ▶ Beauty social networks
- ▶ Application for decoding beauty products composition

Product conception with consumers

- ▶ Co-creation beauty brands
- ▶ Co-creation product design platform

B2C/B2B/B2B2C startups

 **1 sustainable startup**

 Swee

TroveSkin

unpa

A:X ASIAN BEAUTY X

zamface

ice creative

Focus on a spotlight startup

TroveSkin



B2C

AI

DEEP LEARNING



ZOOM

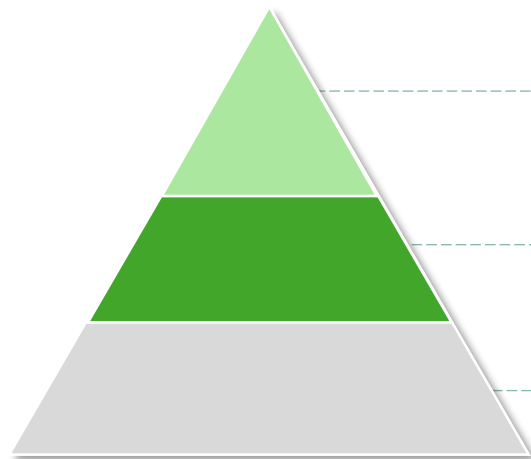




Zoom on Clean Beauty initiatives



WITH AN INCREASING NUMBER OF STARTUPS AIMING AT SHIFTING TOWARD A SUSTAINABLE BUSINESS MODEL

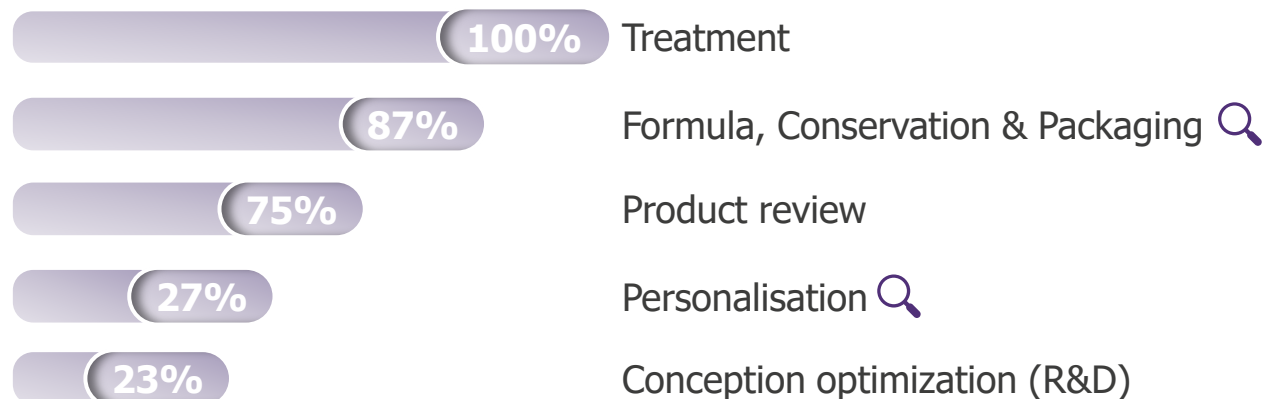


33% of startups have the Clean Beauty tag

26% of startups have been founded in 2021

21% of startups are raising consumer awareness on sustainability

But what categories do they fall into?



B2B

FORMULATION, CONSERVATION, & PACKAGING



Boshi Beauty is a **waterless skin care** system made with nanofiber technology, removing unnecessary water, preservatives, and other stabilizing ingredients from skincare products to focus on delivering only the formula's essential ingredients of the formula. This technology results in a **40% product absorption rate** by the surface of the skin compared to aqueous liquid products (18%).

Foundation date: 2019

11-50 employees

B2C

PERSONALIZATION



BeautyFact is an AI powered mobile **beauty product ingredients checker** and personal skin analyser. The startup is Asia's first beauty safety inspection tool, affording customers **transparent information on products** and ingredients, using a designer AI-algorithm to analyse one's skin issues and suggesting suitable and safe items

Foundation date: 2021

1-10 employees



A shift toward Virtual Try-on 2.0



CLASSIC VIRTUAL TRY-ON HAS REACHED ITS MATURITY POINT. BEAUTY ACTORS ARE NOW SHIFTING TOWARD A NEW GENERATION OF VIRTUAL TRY-ON TO TAKE A STEP UP

“Beauty actors are shifting towards 2.0 virtual try-on, addressing **new use cases** and **new axes**, to stay up to date”

PERFECT

banuba

Mirant
Digital Partner at the Beauty Salon

MISTRIX

zamface

hairfit.

6

Startups go beyond their core virtual try-on offer by pairing this technology with other innovative solutions to move towards a **new approach: VTO 2.0**

New axes
(Skincare & Hair)

Recommendation based
(VTO + AI)

O+O virtual try-on
(Connected mirror)

Immersive try-on
(3D stores)

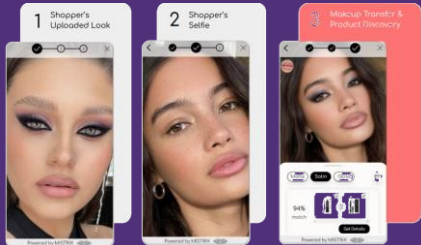
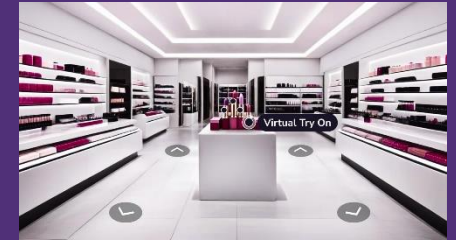
Zoom on Virtual try-on 2.0



TO FOCUS ON STARTUPS GOING A STEP FURTHER INTO VIRTUAL TRY-ON INNOVATION



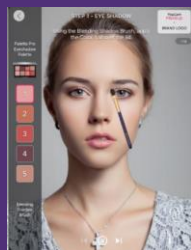
Banuba offers an **online 3D virtual shop** solution, enhanced with realistic virtual try-on including an advanced **personal recommendations system**. In one click, customers can browse into virtual shop, access to product characteristics and try-on diverse options.



Mistrix drives **facial beauty omnichannel experience** matching users' selfies to reference and trendy looks, to offer a set of tailored branded products for immediate purchase and try-on.



Mirant develops **smart mirrors** for hair salons and beauty shops providing precise hair style simulations. It also provides **customer management functions** through its connected mirrors such as customer registration or customer appointment history follow-up.



Perfect Corp's provides **360° beauty tech solutions** for an optimized omnichannel strategy. Its **3.0 Virtual try-on solution**, combining AR and generative AI, offers multiple options such as skincare simulation, live tutorials on users' face, shade finder etc.



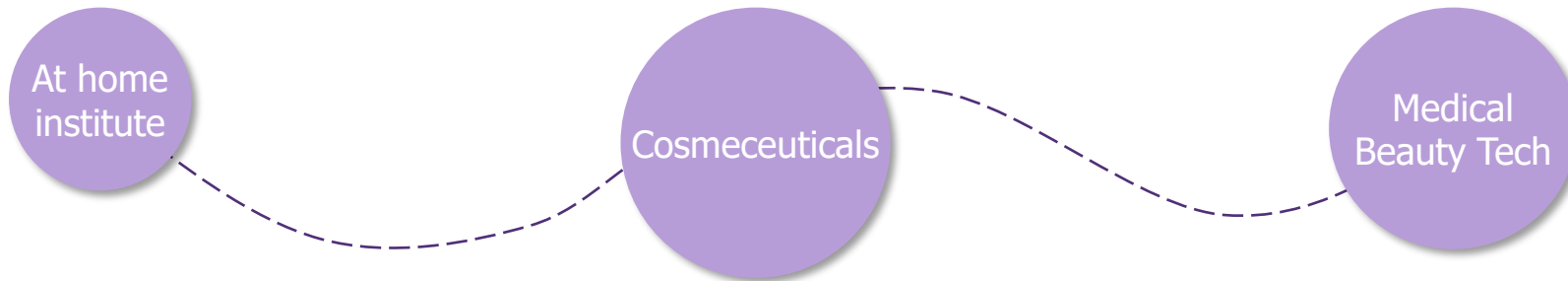
🔍 Zoom on Medical beauty

TO BETTER UNDERSTAND THIS GROWING TREND

5 startups can be classified as "Medical Beauty"

A TRANSVERSAL TREND IDENTIFIED ALL ALONG THE VALUE CHAIN

“The desire to explore **new frontiers in beauty** has led the industry to **flirt with the medical field.**”



ExoCoBio
nusmetics

2

startups focusing on product conception and formulation optimization leveraging cosmetics' medical science

nUSANTICS
young&be
cureskin

3

startups offering professional home diagnosis and dermatologist recommendations

🔍 Zoom on community-based startups

THE ASIAN MARKET IS CHARACTERISED BY THE IMPORTANCE OF PEER REVIEWS, ADVICE FROM CONSUMERS AND POPULAR INFLUENCERS AS PART OF THE PRODUCT SELECTION PROCESS

“ A strong desire to feel a **sense of belonging to a community**

A:X ASIAN BEAUTY X

TroveSkin

unpa

Swee

4

Organic based content

Startups that base their offering on consumer opinions as authentic, honest content

ice creative

zamface



3

Influencers based content

Startups that base their offering on KOL persuasive impact and visibility on consumers

Product Review

Social Media

Co-creation

Beauty match and tutorials



Zoom on data-driven O+O strategy



TO FOCUS ON STARTUPS CAPTURING CONSUMER DATA CREATING A COHESIVE CUSTOMER JOURNEY, FOSTERING BRAND LOYALTY AND DEEPER CUSTOMER ENGAGEMENT



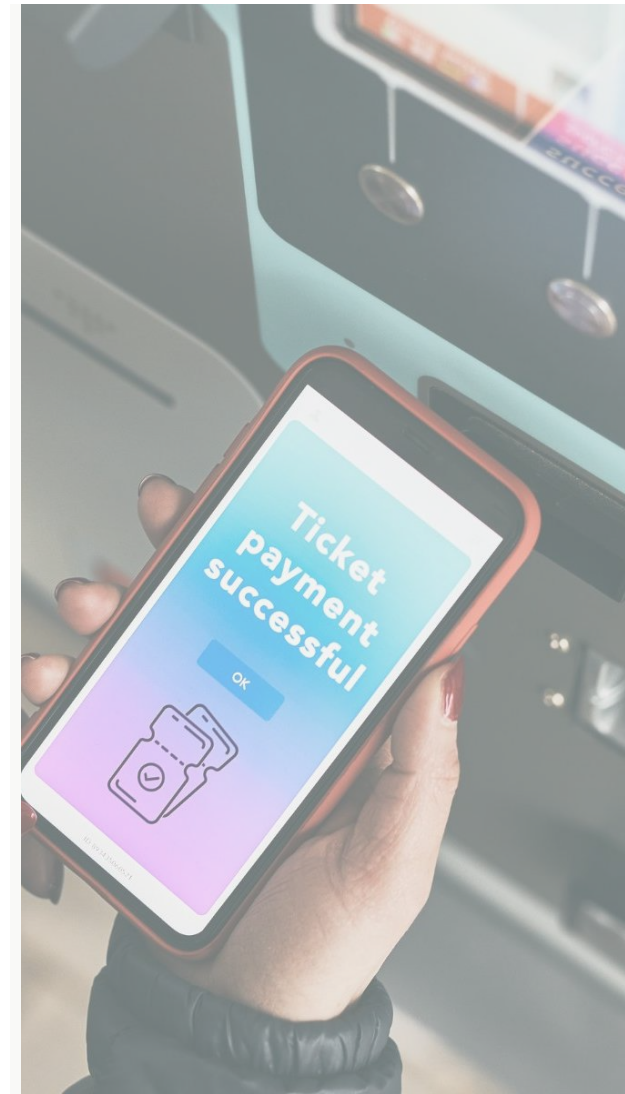
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Startups focusing on In-store skin diagnosis devices help brands to enrich the retail experience but also capture consumers' data via connection to payment solutions or social media accounts.



2

Startups focusing on smart vending machine that can be used to sell products, give away free samples to ultimately engage consumers and drive offline to online.





04

Cross-analysis



France VS Asia



CROSS ANALYSIS



Cultural gap: Asian market, a data driven market

Access to consumer data is **much more standardised in Asia** than in France.

As a result, there are more data-driven startups capturing consumers insights to deliver customized diagnosis, products, and offline + online experiences, based on extensive database. In France, optimisation of consumer feedback is based on anonymous data. voysen

Cultural gap: jet lag

#1 In Asia, the role of influencers is more important, and this is a trend that is still to come in France.

#2 A gap in product testing processes between the two regions (human vs. in vitro)



Sweet
zamface

ice creative unpa

TroveSkin

LAB poietis



Market discrepancies

Real challenge in France to have startups dedicated to **improving Supply aspects**, which is not the case in Asia.

Medical Beauty/device startups can be found in Asia and not in France, which can be explained by the presence of major players.

Comparative figures



Clean beauty

56% Of Asian clean beauty startups founded in a post-covid era

81% Of French clean beauty startups founded before 2020

Emergence of Clean Beauty startups in France between 2018 and 2020, whereas it is a rising awareness in Asia, mainly since 2021.

Categorisation

3 leading categories on our French and Asian radars

BUSINESS PERFORMANCE

PRODUCT PERFORMANCE

CUSTOMER EXPERIENCE

... and some categories are more strongly represented than others, in France or in Asia

16% of personalization-based startups in Asia (vs. 11%)



Gap on influencer advocacy and community trend



05

Wavestone



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