John Lewis sees big focus on skinimalism, make-up, intense scent for 2022

By Sandra Halliday  -  8 December 2021

Collagen, lip liner, perfume and miniatures are four of the beauty products that have been “must-haves” over the past 12 months and will be key in 2022, John Lewis said in its latest Beauty Bets report on Wednesday.

It predicted the products and trends that it thinks will make waves in 2022 following huge sales spikes during the current year.

They include make-up maximalism with “customers falling back in love with their beauty bags as we return to outside living and socialising, and a mood to experiment with colour and textures takes hold”. Since the end of the third national lockdown, sales across every make-up category have seen a “considerable uptick”.

In the weeks following John Lewis stores reopening on April 12, sales of blusher rose 181%, eyeshadow 145%, lipstick 178% and lipliner 386%. Mascara sales rocketed 113% with Charlotte Tilbury Pillowtalk Push Up Lashes Mascara the best selling product across all sectors including fashion, beauty and home.
The company has also seen lipstick sales rising 30% this year as a whole and it expects this growth to continue. “Tapping into the trend for nineties nostalgia, power nudes will dominate with a move towards warm sunset tones as seen on the SS22 catwalks: burnt oranges, deep peaches, terracotta reds”, it said. It predicts strong sales for Charlotte Tilbury’s The Super Nudes collection.

SKINCARE FOCUS

Skincare accounted for over a third of all beauty sales this year and in the three weeks following stores reopening in April, sales of facial cleansers grew by 82%, moisturisers by 80% and exfoliators by 79%.

The retailer is predicting a consumer focus on collagen supplements to boost skin from within as The Beauty Chef Collagen Inner Boost — the brand’s bestseller — is up 230% on the year.

Skincare with active ingredients is also forecast to see high demand next year after John Lewis has seen “huge growth in brands that lead in this space including Murad, Sunday Riley and Kate Somerville, the latter having seen a 200% growth since it was introduced into our skincare offering last autumn”.

It thinks “active-based products that target post-pandemic lifestyle-related skin concerns will dominate”, in 2022. They include the forthcoming Murad retinol eye masks and Kate Somerville’s BHA-rich Eradikate skincare set.

And, a ‘skinimalism’ regime consisting of highly concentrated products that address multiple concerns in one shot should be important. “A mindset of considered frugality will see customers’ leave behind superfluous products and focus on those that fulfil multiple functions excellently”, John Lewis said.

However, this doesn’t mean spending less. Within make-up and fragrance, the average item spend has increased by almost 6% in the last 12 months, “as customers’ invest in hardworking products that deliver results” and that's likely to carry through to skincare.

SCENT, SUSTAINABILITY AND MINIATURES

John Lewis sees fragrance making a big comeback too after sales rose 24% year-on-year in 2021. Intense scents are also expected to be popular with Eau de Parfum beating Eau de Toilette. It has seen triple-digit growth of Maison Francis Kurkdjian Baccarat Rouge 540 EdP, a heady floral woody scent with notes of jasmine, saffron and cedar.
Beauty with purpose is another area expected to grow with the firm saying over 71,000 customers have used its BeautyCycle take-back scheme since 2019. It thinks waste-reducing refillable products will become the norm and said Molton Brown is launching refillables next year at John Lewis.

And with miniatures rising 35% in 2021, it’s backing the trend heavily, In fact, it has installed a floor-to-ceiling miniatures wall in its Edinburgh beauty hall. This will be rolled out to 12 further stores in the coming months.

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