

## MARKETING TRENDS IN THE BEAUTY INDUSTRY (ТЕНДЕНЦІЇ МАРКЕТИНГУ В ІНДУСТРІЇ КРАСИ)

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*Сучасний бізнес в індустрії краси вимагає від своїх власників постійного аналізу ринку конкурентів. Відповідальність та серйозний підхід дозволять мати успішний бізнес, що надасть можливість отримувати великі прибутки.*

Nowadays, it's almost impossible to be on social media without stumbling upon content related to the beauty industry. It could be a campaign, a product advertisement, or news about brand acquisitions or launches. Most beauty brands discovered the potential of social networks to extend their marketing and advertising reach early on. Let's take a look at some of the biggest marketing trends in the beauty industry today.

If you'd rather deep dive into a case study, check out how this international beauty brand successfully put together these marketing trends in launching their presence in a competitive market.

Digital technologies paved the way for eCommerce and social media, enabling new business models and communication channels for brands to tap into. They have become experience-focused and the role of social media continues to grow.

Social media is more than just about fuelling engagement or spotting trends, it's now driving brand loyalty and product focus. Truth is, marketers are no longer in control. Consumers have taken over a bigger chunk of the conversations about your brand online. And consumers within their networks trust their opinions and reviews more than your ads.

The beauty industry is one of the first to understand the potential of influencer marketing. Brands understand that consumers are no longer shopping for beauty products as they once were and traditional advertisements no longer have the same clout.

With consumers today craving for authenticity and inclusivity, beauty brands are collaborating with influencers to better reach and interact with their target audience.

Consumers today are looking for dynamic and engaging experiences with brands. Just as with any other trend, beauty brands are quick to capitalize on experiential marketing. Creating new touch points as they marry retail and digital into an omnichannel approach.