

Textiles Intelligence

Press Release

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For immediate release

Markets for cosmetotextile products will benefit from a consumer focus on beauty and wellness resulting from the COVID-19 pandemic

The COVID-19 pandemic has caused consumers to focus increasingly on beauty and wellness and this is set to benefit the market for cosmetotextile products, according to a 49-page report in Issue 70 of *Performance Apparel Markets* from the global business information company Textiles Intelligence.

Widespread changes in daily routines brought about by the COVID-19 pandemic and government measures imposed to stem its spread--such as the wearing of face masks, social distancing and working from home--have led to an increased focus on beauty and wellness, especially among younger consumers.

Consumers consider skin care and body care to be indispensable aspects of their overall well-being, and cosmetotextile products could have a significant role to play in achieving this.

Cosmetotextile products provide a convenient method of applying cosmetic substances, fragrances and health promoting minerals to the skin. Consequently, cosmetotextiles are used in a vast range of products, including athleisure apparel, casual apparel, hosiery, and sportswear.

The range of cosmetotextile products available is broad, and includes products designed to slim the silhouette, moisturise the skin, reduce the appearance of cellulite, and promote a sense of well-being through the use of fragrances.

However, a number of factors prevent cosmetotextile products from enjoying the same success in generating sales as other product categories in the health, beauty and wellness market. Many consumers are confused as to where to purchase cosmetotextile products while others are unaware that the products even exist as consumer awareness is raised by word of mouth and endorsements rather than by targeted advertising.

Reflecting this, very few of the brands which have experimented in the development of cosmetotextile products in recent years have enjoyed meaningful revenues from such products and have therefore not committed to investing further in product development or sales and marketing.

As a result, the number of companies which are active in the field remains small and sales of clothing with cosmetic functionality remain modest. Still, there are good reasons for optimism about the future for cosmetotextile companies.

Arguably, the companies which have enjoyed the greatest commercial success in the field of cosmetotextile products are those which focus solely on this area and have established dedicated production and research and development (R&D) facilities, such as the France-based companies Lytess and Skin'Up.

Innovation is key, and much investigation is being conducted into the development of active substances and high performance microcapsules derived from natural formulations rather than synthetic formulations. The use of natural formulations is gaining in importance as consumers are becoming increasingly aware of environmental sustainability, and are actively seeking plant-based products.

Ends.

This report, “Cosmetotextiles: beauty and wellness are ready to wear”, contains 49 pages, including 4 tables and 8 figures. The report is available for purchase and costs £320 in the UK, Euro590 in Europe, the Middle East or Africa or US\$775 in the Americas or Asia Pacific.

The report was published by the global business information company Textiles Intelligence in Issue No 70 of *Performance Apparel Markets*.

Other reports published in the same issue include: “Fast track: biomaterials--the key to sustainability?”; “Performance apparel markets: product developments and innovations, February 2021”; “Profile of Devan Chemicals: a leader in functional textile finishes”; and “Performance apparel markets: business update, February 2021”.

Performance Apparel Markets is published four times a year by Textiles Intelligence. Each issue provides an independent and worldwide perspective on the performance apparel industry.

A year’s printed subscription to *Performance Apparel Markets* costs £950 (UK), Euro1,660 (Europe, Middle East or Africa) or US\$2,095 (Americas or Asia Pacific). An electronic supplement is also available; please contact Textiles Intelligence for details. Single issues and multi report packages are available on request.

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