

Report Deck

LIPOILS

**THE
BEAUTY
INSIGHTER**

*“LIP OILS HAVE EVOLVED FROM
TREND TO A BEAUTY RITUAL,
BLENDING SKINCARE WITH
EVERYDAY LUXURY.”*



INDEX

1. MARKET CONTEXT

1.1 Market data

1.2 Consumer insights

2. BRAND ARCHETYPES

2.1 Sculpted classic

2.2 Gentle sophisticate

2.3 Viral icon

2.4 Pure minimalist

3. EMERGING TRENDS

3.1 Hybrid formats

3.2 Texture innovations

3.3 Shades & formulas

4. PACKAGING INNOVATIONS

4.1 Formats & applicators

4.2 Creative shapes

4.3 Materials & finishes

5. PROMOTION

5.1 UGC & influencers

5.2 Experiential retail

5.3 Drops & collabs

1.0

MARKET CONTEXT

Lip oils shape a new beauty habit.
They unite care, comfort and shine in a format that
feels instinctive.

1.1 Market data

1.2 Consumer Insights



1.1 MARKET DATA

GLOBAL MARKET VALUE

\$612.8M (2025) → \$1.14B (2035)

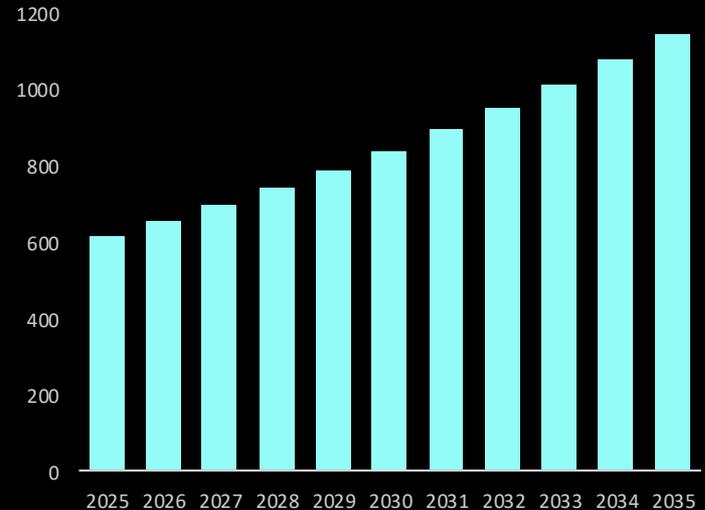
GROWTH RATE

CAGR +6.4%

APAC

+8.5% India | +7.2% China

Lip oils are entering their first true maturity phase. What began as a viral format now anchors a billion-dollar category driven by sensorial care and emotional reward.



1.2. CONSUMER INSIGHTS

*72% rank hydration as the #1 benefit
(Euromonitor, 2025)*

Shine now communicates more than color.

A glossy, cared-for lip reads as health, balance and attention: the new markers of modern beauty.



+21% UK lip products growth despite inflation (NPD, 2025)

Even in a cautious economy, consumers keep small habits that feel grounding.

Lip oils belong to these gestures that reassure, soften the day, and give a moment of control.



*60% of gloss users say stickiness is their main frustration
(Intel, 2024)*

The success of a formula depends on how it moves on the lips. Soft glide, clean finish and tactile precision define quality more than branding can.

2.0

BRAND ARCHETYPES

Design has become a statement of values. Each visual code translates *a lifestyle aspiration*.

2.1 Sculpted classic

2.2 Gentle sophisticate

2.3 Viral icon

2.4 Pure minimalist

2.1 SCULPTED CLASSIC

In an era of effortless beauty, structure becomes an act of intention. This archetype reintroduces control as a new form of desirability.

- **Tall, rectangular bottles with defined edges and vertical symmetry** convey architectural precision.
- **Thick, transparent glass** adds weight and optical depth, revealing the formula as something precise and measured.
- **Polished metallic collars and squared caps** introduce engineered sharpness; light plays in measured reflections that accentuate craftsmanship.

Market notes

Avg price range: €35–65

Target: premium beauty users seeking credibility + care performance



2.2 GENTLE SOPHISTICATE

Sophistication takes on a softer form and prestige becomes approachable through warmth, tactility, and calm precision.

- **Rounded cylinders and domed caps** create a balanced, ergonomic silhouette.
- **Fine gold rings, engraved collars and flush finishes** express quiet precision.
- **Clear glass or dense plastic with satin coatings** highlight texture over shine.
- **Warm nudes, blush pinks and diffused metallics** project familiarity within a refined frame.

Market notes

Avg price range: €20-30

Target: Premium masstige users seeking accessible luxury



2.3 VIRAL ICON

Design turns visibility into value, as bold color and shine transform lip oils into objects made to perform, capture and be shared.

- **Compact, rounded formats** echo collectible objects; **thick proportions** create instant impact on shelf and screen.
- **Glossy plastics** amplify saturation and reflection, giving affordable packs a high-energy finish.
- **Fruit, neon and candy tones** drive recognition and emotion, and brightness becomes a branding tool.
- **Oversized lettering, playful caps and graphic contrast** translate joy into memorability.

Market notes

Avg price range: €10-30

Target: Gen Z and trend-driven audiences seeking fun, expressiveness and instant visibility



2.4 PURE MINIMALIST

Transparency becomes trust. These designs make the formula the focus, using proportion and restraint to communicate honesty and control.

- **Straight or compact forms with balanced ratios** suggest precision and composure.
- **Clear glass and transparent plastics** expose the texture and tone of the oil as proof of purity.
- **Neutral caps, aligned labels and small typography** reflect clean functionality.
- **Matte or diffused light** creates a calm, credible atmosphere where the product feels self-evident.

Market notes

Avg price range: €15-25

Target: clean-minded users valuing visible integrity and simple sophistication



3.0

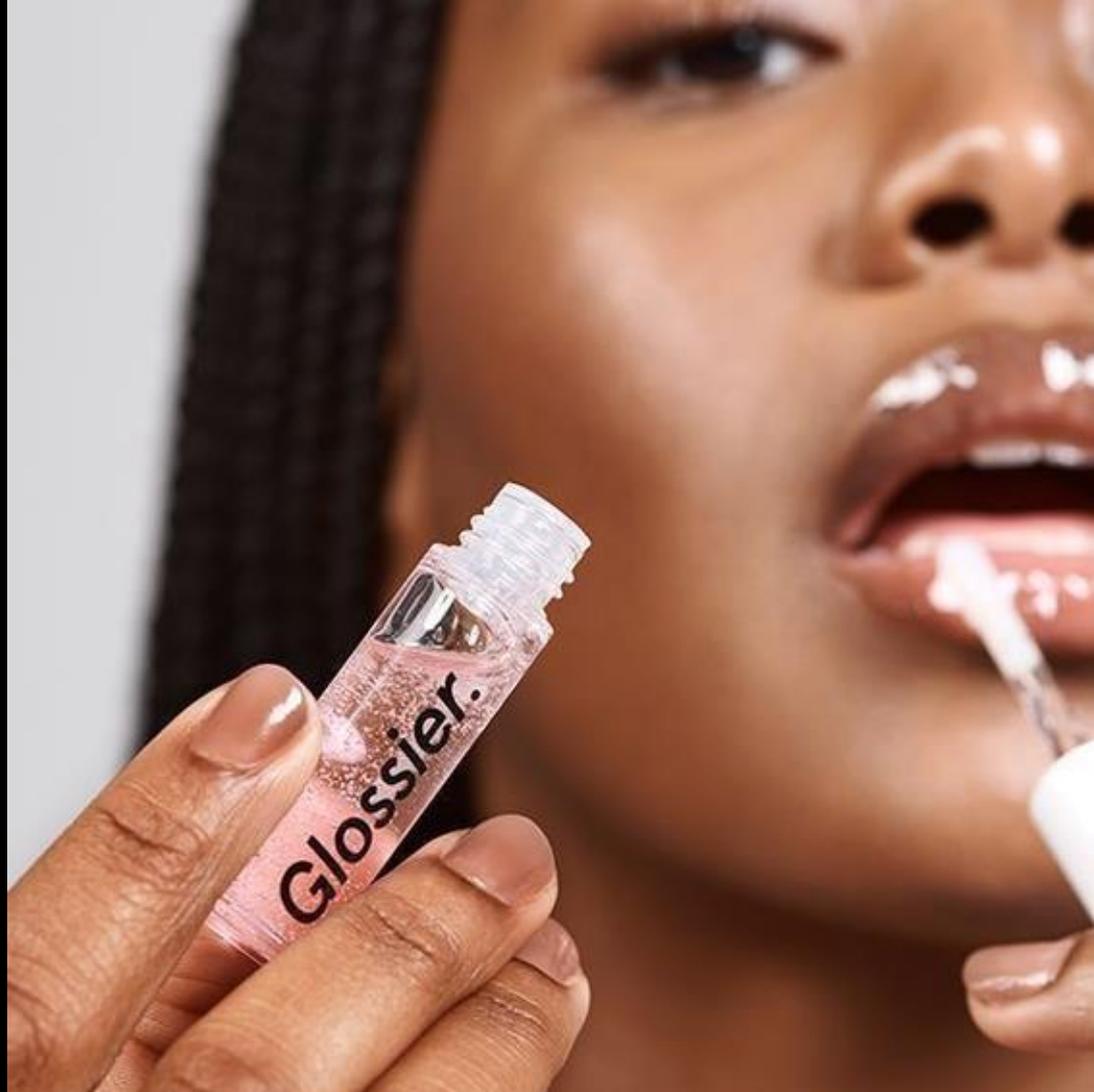
EMERGING TRENDS

Innovation moves from formula to feeling.
Textures, colors and actives now merge to serve
expression and comfort.

3.1 Hybrid formats

3.2 Texture innovations

3.3 Shades & formulas



3.1 HYBRID FORMATS

“Blurring categories to boost daily adoption”

51.4 % of new launches feature skincare-infused or natural-oil bases.

Hybrid formats multiply perceived benefits and reduce product redundancy.

THEY COMBINE:

- Balm + oil → comfort & hydration
- Gloss + oil → shine & care
- Serum + oil → treatment dimension
- Lip + cheek → cross-category adoption

They make lip oils indispensable in routines. Not an accessory, but a step with purpose.



3.2 TEXTURE INNOVATIONS

“Lip oils diversify through new sensorial profiles”

Texture becomes a point of differentiation, elevating the category from *shine*-driven to *experience*-driven.

THEY BRING:

- Watery → light, fresh, weightless shine
- Glossy → dense, vinyl effect without stickiness
- Creamy → nourishing, balm-like comfort
- Solid-to-oil → stick format that melts on application
- Jelly-oil → elastic texture that transforms on contact



3.3 SHADES & FORMULAS

“Color innovation turns lip oils into expressions of individuality”

Lip oils evolve from fixed shades to adaptive color systems. Formulas now react to each user’s tone or skin chemistry, offering personalization without complexity.

THEY APPEAR IN:

- Blooming pigments
- pH-reactive oils
- Sheer Buildable layers

Tinted and pH-reactive oils capture **41.6% share**



4.0

PACKAGING INNOVATION

In lip oils, design choreographs emotion: applicators, shapes and finishes guide the gesture and make pleasure visible.

4.1 Formats & applicators

4.2 Creative shapes

4.3 Materials & finishes



4.1 FORMATS & APPLICATORS



How the product meets the lips

Application defines the experience.
Applicators turn care into sensation and
the gesture becomes the proof of quality.



- **Oversized doe-foot** wands create a plush, enveloping glide linked to comfort.
- **Flexible silicone or metal tips** add cooling precision.
- **Click-pen and squeeze tubes** respond to fast, nomadic routines.
- **Stick-oil hybrids** merge balm familiarity with glossy payoff.



*Tubes with doe-foot wand
command **62.3%** of sales*

4.2 CREATIVE SHAPES



How the object builds recognition

Shape is the visual anchor of the category.

Each silhouette conveys a distinct attitude to recognizable brand code.

- **Rounded or compact shapes** evoke softness and approachability.
- **Asymmetric or elongated forms** express modernity and confidence.
- **Stackable silhouettes** invite display and encourage social sharing.
- **Textured caps and ridged details** add rhythm and tactility.

Creative silhouettes, as Gisou, increase brand recall and on-shelf differentiation, particularly within trend-led segments.



4.3 MATERIALS & FINISHES



How construction signals position

Material and light define how a product reads on shelf. They express manufacturing precision and market tier.

- **Soft-touch** plastics align with masstige and sensorial comfort.
- **High-gloss acrylics** emphasize trend and immediacy.
- **Thick glass** associates with expertise and durability.
- **Metal details** elevate craftsmanship.



5.0

PROMOTION

Lip oils thrive through cultural participation, turning everyday gestures into moments of visibility, play and belonging.

5.1 UGC & influencers

5.2 Experiential retail

5.3 Drops & collabs



5.1. UGC & INFLUENCERS

Lip oils became made-for-camera products

Over 9 million TikTok searches

Brands built early traction by sending oils in bold, photogenic packaging to creators for attractive unboxings.



Media endorsement cemented cultural status

Coverage in Vogue, Allure, and Byrdie shifted lip oils from viral trend to beauty category staple, sealing legitimacy beyond social media.



Social proof replaced advertising

#DiorLipOil exceeded 70 million views on TikTok

Peer content amplified the trend: real users turned usage into performative moments

Shine tests, routines, and layering videos.

5.2. EXPERIENTIAL RETAIL

Immersive pop-ups turned trial into shareable experiences.

Beauty's "Alive with Color" event in NYC drew **300 guests** and **over 10M impressions**, using interactive mirrors and a "Hall of Lip Oils" to turn testing into content.



Crossovers brought beauty into new cultural spaces.

e.l.f.'s "Lip Oil Change" at the Indy 500 reached **345K spectators** and generated **7.1B impressions**, merging beauty rituals with pop culture.

Retail discovery translated virality into conversion.

1 in 5 customers increases spending after visiting an experiential store. At Sephora and Ulta, mini testers and oil bars turned online hype into real-life trial.



5.3. DROPS & COLLABS

Limited drops fueled ongoing desire

Limited shades and short releases created scarcity-driven anticipation and turned each launch into a collectible moment.



Celebrity tie-ins reinforced aspiration

Strategic collaborations with global icons extended visibility beyond beauty, anchoring lip oils in mainstream culture.

Cross-category collaborations expanded cultural reach

Partnerships such as *INNBEAUTY* x *Poppi* connected beauty with lifestyle and wellness brands, generating new exposure outside traditional beauty channels.



*“IN A WORLD OF CONSTANT CHANGE, WE TURN
TRENDS INTO INSIGHTS THAT LIFT YOUR BRAND TO THE
TOP.”*

Juan Campderà

Founder of Aktiva

Thank *you!*

**THE
BEAUTY
INSIGHTER**