

Digital Transformation in Cosmetics Industry

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Abstract

“Digital world” is a word which is making the whole world to dance for its rhythm. We are all in the euphoric with the digitalised era. No man can escape from it. The marketers are so peculiar in choosing their tech smart way to boost up their marketing strategy. If it is about “Digital” it is not that only softwares or developers are key player but in contrast echoing about COSMETIC world are much needed. “A women without Makeup are food without Salt” says Roman philosopher Plautus (254-184 BC). Putting a ear towards this promising phrase, Beauty is also playing a vital role in the modern world. So, the marketers are finding more ways to stand up themselves in the competitive digitalised market. The main objective is to understand about the digital transformation that takes place in the cosmetic industry. The author uses the secondary data for collecting the data. Thus here in this article the author would like to reach the world about “Digital Transformation in Cosmetic Industry”.

Introduction

“Beauty” is the word who loves to hear and have in their life especially the women. Being beauty or becoming beauty is not the word of ease but it has become an identity of every human. In the earlier era the cosmetics plays an vital role whereas the women believed that the beauty is also an victory. The word “cosmetics “ is not a new word to all of us but it dates back to Ancient egypt around 10,000 BC where both men and women used Kohl,henna and scented oils for cleansing and various reasons. Cosmetics were used by many people globally. In the middle age period, people also added turmeric, lemon, ginger, Neem etc...as a cosmetic ingredients in their shelves. But after the Pandemic (2019) the believe towards the cosmetics surge still higher to a peak. The reason behind this was due to the extreme usage of technology, and various influencers through social media. People came to know more about the cosmetics and the various possibilities of using it to enrich their beauty. The combo of both Cosmetics and technology together holds a good place in the marketing industry. This article will clearly depict the various opportunities to know more about the digital

transformation that took place in the Cosmetics Industry. Also the author will explore the facts of digital transformation in the beauty industry including its advantages and challenges as well as potential future developments.

Understanding Digital Transformation

Digital transformation refers to the usage of various tools across all aspects of a business entity which leads to changes in operational methods and customer service delivery. The beauty industry is evolving by embracing technological advancements and innovative marketing strategies to enhance customer experiences and streamline operations effectively.



Source:”<https://www.rvsmedia.co.uk/blog/effects-of-digital-transformation-on-the-beauty-industry/>”

Reason Behind Driving Cosmetics Industries Towards Digital Transformation:

- Consumer Expectations
- Driving Marketing strategies
- Thrust towards the growth
- Pandemic Authority

Consumer Expectations:

People now a days got many options and alternatives in the market. They are not ready to stick to a single product if not satisfied. Also the expectations fluctuates according to their society and cultural changes. So, the industrialists should be more aware about it and should avail them 24*7 to satisfy the needs and demand of their customers.

Driving Marketing Strategies:

The Marketing strategies for cosmetics brands are comprehensive plans designed to promote products, engage customers, and drive sales. These strategies encompass various tactics and channels to reach potential customers and build brand loyalty. Whether you're a new entrant or an established player, having a well-thought-out marketing strategy is key to navigating the competitive landscape of the beauty industry.

Thrust towards the growth:

The industrialists should move towards the growth and should encompass themselves to the reach of peak for which the Technologies are being the great thrust among the marketers.

Pandemic Authority:

Undoubtedly, Pandemic is one of the major reason behind the digital transformation era. During when all the marketars and the commercialist faces the urge to provide feasibility to their customers through some possible ways for which the Digitalization has been the solution for it.

Trends in Digital Transformation Going Forward

Metaverse Rising: The metaverse is becoming popular in the beauty sector. It gives companies fresh chances to interact with customers in virtual surroundings. Companies like L'Oréal are looking at ways to include beauty experiences into the metaverse so customers can personalize avatars and test items virtually.

Environmental Consciousness and Moral Behavior: Beauty companies prioritize sustainability as customers become more aware of ethical and ecological concerns. Digital solutions may let companies monitor their supply chains and guarantee ethical material procurement, aligning with consumer values and strengthening brand image.

Combining Machine Learning and AI: From tailored product recommendations to predictive analytics for inventory control, artificial intelligence and machine learning will remain vital in the cosmetics sector. Companies that use these technologies will have a competitive advantage as they can maximize operations and foresee customer wants.

Social Shopping: The emergence of content producers and social media influencers alters how beauty goods are promoted. Companies widely use social commerce, where purchases may be made straight via social media channels, blurring the boundaries between social engagement and shopping. This approach stresses the need for authenticity and community involvement in marketing tactics.

AI and AR Changing the Game When It Comes to Make-Up and Skincare

When it comes specifically to make-up and skincare, AI is deeply connected to AR. Specific AR tools and virtual try-ons were developed over a decade ago: Today AR helps to collect data for AI apps and personalization strategies, and it can be a key element for brand-new brands and disruptive technologies. AI helps collect and analyse data with a scientific approach, which is necessary today to face consumers' expectations. AI is an educational tool for brands: we can reach more people, you can make scientific information be easily understood by customers, and you can make your product more accessible”.

Future Predictions

When looking at the future, it seems clear that there are great expectations of benefits coming from AI, but many social changes need to happen, too. For sure the line between health, wellness, and beauty is blurring, as well as the difference between physical and digital, thanks to more and more non-traditional technologies showing up. 3D and AR will bring more immersive experiences for consumers, but brands need to generally educate their teams to understand how to enrich their customers' personal experiences. To do that, new roles and responsibilities must be created in industries. Inside companies, efficiency could be improved by 30 to 40% by using AI, and it would be possible to have more time and budget to pace with competitors. AI can generally reduce time wasted between creation to execution. “AI is changing customers' support”, highlighted Valerie Vacante. “According to data provided by META, there are over 1 billion messages sent each week on social platforms, and 50 million go unanswered every day by brands”. Vacante reveals how Dentsu's latest innovation, Intelligent Messaging is revolutionizing the way brands interact with consumers, offering seamless AI-powered conversations from in-store scans to voice commands and chat, ensuring every touchpoint is personalized from product discovery to brand loyalty. Through AI and tools such as Intelligent Messaging brands could make responses become automated, support their human resources, and communicate with their consumers. This is the mission of

high-tech departments and experts working in the beauty industry: through AI they will have the opportunity to develop new proposals, lead physical products into a virtual reality, and build new codes and languages.

Finally,

The author feels that the effects of digitalization in the beauty sector are altering brand dynamics and consumer engagements. Despite that, the benefits, such as increasing consumer engagement, improving operational efficiency, and advancing innovation for product development, are significant. The attractiveness industry can only adapt to the uniqueness of advancement to meet the client's needs as it grows. It can be expected that digital experiences, sustainable practices, and other creative technological ideas to bring enjoyment into beauty experiences tailored to an individual will continue to be incorporated. In this context, it can be noted that beauty companies are putting changes in the more digital environment in a positive way and cooperating with the digital transformation services.

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