

Beyond Skin Deep: The Rise of Ingredient-Led Beauty Innovation

The online research was conducted in July 2026 in China, Taiwan, India, and Indonesia (N=100 per market; 18yrs+) to map ingredient with perceived benefit.



1.

Overall findings

✓ Green Tea

Green Tea emerges as the strongest pan-Asian beauty ingredient. Consumers naturally connect it to:

- Skin radiance
- Hydration
- Healthy ageing
- Antioxidants
- Detoxification

✓ Turmeric

Turmeric owns the "glow and brightening" territory. Consumers associate it less with anti-ageing and more with

- Brighter complexion
- Skin glow
- Natural skin enhancement

✓ Snow Fungus (Tremella)

Snow Fungus (Tremella) has a differentiated *hydration/collagen* story. While awareness is lower overall, it uniquely owns collagen-related associations and could be leveraged as a premium Asian alternative to marine collagen.

✓ Black Sesame

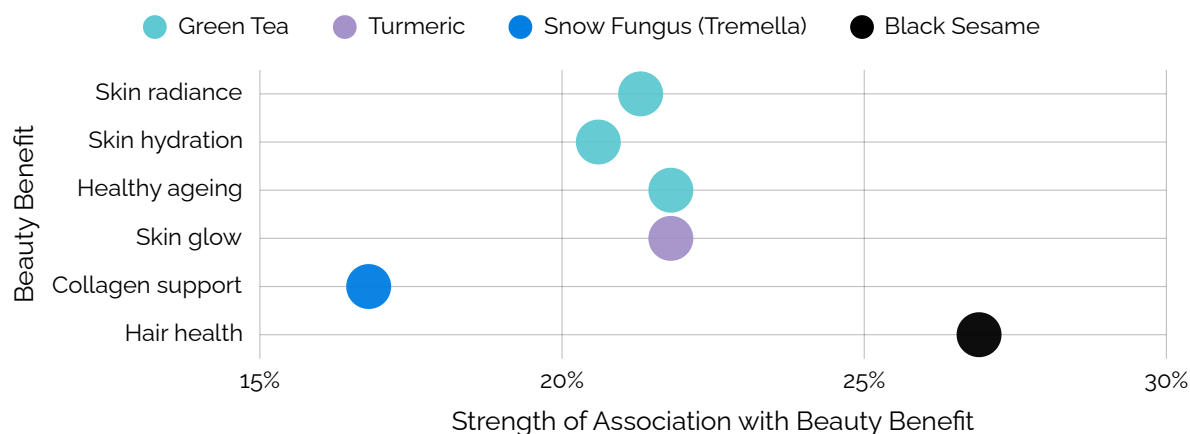
Black Sesame strongly owns hair-health. This is one of the clearest ingredient-benefit linkages in the dataset and could support:

- Hair supplements
- Scalp care
- Beauty nutrition products



2.

Map of ingredients with perceived benefit



3.

Differences across markets



China

Highest affinity for traditional Chinese beauty ingredients:

- Snow Fungus (Tremella)
- Reishi
- Cordyceps
- Red Dates
- Dang Gui



India

Beauty is linked more heavily to:

- Turmeric
- Amla
- Green Tea

*These ingredients already carry **strong cultural credibility** around skin, wellness, and vitality.*



Taiwan

Most developed beauty-from-within mindset. Particularly strong associations with:

- Goji Berry
- Reishi
- Red Dates
- Traditional botanicals

*For these North Asian markets, **premium ingestible beauty concepts** are likely to resonate strongly.*



Indonesia

Consumers show stronger preference for:

- Ginger
- Turmeric
- Coconut
- Goji Berry

*Above and beyond anti-ageing, beauty propositions may need to **anchor** around **Natural glow, Inner wellness, and Traditional botanical care.***