

Beauty Drinks Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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Report description:

The global beauty drinks market is projected to register a CAGR of 11.92% during the forecast period 2022-2027.

The beauty drinks market was less impacted by the COVID-19 pandemic as more consumers stayed home, paying more attention to their health, including their beauty health. Staying at home also led consumers to shift their focus from makeup routines to nutricosmetics or toward low-maintenance and natural looks, which boosted the demand for beauty drinks during the COVID-19 pandemic. In addition, beauty drinks that were trending well before the pandemic have suddenly become more popular as more consumers seek out the latest information on what products can help in their beauty routine.

Among all the ingestible and topical combination products within the industry, beauty drinks are proving to be a highly palatable option in line with consumers' growing preference for these products as well. The major reasons for the increased demand for beauty drinks include the increasing prevalence of lifestyle-related diseases and people consciously taking preventive healthcare measures. In addition, the market for beauty drinks is predominantly driven by consumers shifting toward preventive skincare as the aging population increases in developed countries.

Beauty drinks have been witnessing robust demand, particularly from women, in order to eliminate the appearance of wrinkles and enhance beauty. Moreover, celebrities have been promoting the consumption of these drinks and their benefits, which is expected to drive market growth.

Beauty Drinks Market Trends

Increasing Consumer Awareness of Collagen-infused Nutricosmetics

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Owing to increasing awareness of beauty drinks that deliver healthy aging benefits with an emphasis on skin, hair, and nail beauty, there has been a growing demand for beauty drinks such as collagen-based drinks. This is due to the increased consumer awareness of the benefits of collagen peptides and tripeptides infused in human nutrition, which has gained traction in both the nutrition and cosmetic markets and is contributing to the growth of nutricosmetic solutions across the world. With consumers' growing desire to prevent premature aging, along with a growing preference for natural, safe, and effective beauty solutions, protein- and amino acid-derived nutricosmetics, such as collagen drinks, held a significant share in the nutricosmetics market. This has led key players in the nutraceutical market to expand their product portfolio with nutricosmetics in order to place themselves strongly in the beauty drinks market.

North America to Drive the Global Beauty Drinks Market

Health is taking a backseat among the US population due to increasingly hectic work-life schedules. This is leading to a need for nutricosmetic products, like beauty drinks. The major companies in the region are more focused on targeting consumers who appear to be more concerned regarding health and aging. The sale of beauty drinks in the countries of North America, especially the United States, is expected to increase tremendously due to increasing incidences of skin problems, hair fall issues, and the influence of the fashion industry. To capture this opportunity, the beauty drink companies dominating the region are working toward growing their number of brands and increasing assortments. Moreover, the rising trend of beauty shots aimed to improve the external appearance of consumers is leading to increased demand for beauty shots.

Beauty Drinks Market Competitor Analysis

Global players, including SAPPE Public Company Limited, Shiseido Co. Ltd, Lacka Foods Limited, and Nestle SA (Vital Proteins Ltd), together hold a minor portion of the market. New product launches, market expansion, and partnerships are the preferred strategic approaches adopted by most companies involved in the beauty drinks business. Owing to product expansions and growing consumption of nutricosmetics, the global players in the beauty drinks market are adopting new product launches as their key strategy. The market studied is gaining high traction among both consumers and manufacturers, which has led to expansions, and various companies are trying to gain a sustainable competitive advantage through innovation. Companies are focusing on R&D activities to enhance the shelf-life of their supplement products.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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