

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

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

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The nutricosmetics market is estimated to register a CAGR of 8.05% during the forecast period, 2022-2027.

During the COVID-19 pandemic, nutricosmetic companies initially experienced a decline in their revenues due to multiple store closures and stock-outs across countries. However, the growth of e-commerce boosted the sales of nutricosmetics online. The companies operating in this space focused on strengthening their online presence by collaborating with third-party online retailers like Amazon. They also started offering personalized virtual consultations to consumers through their official websites. Additionally, unhealthy skin due to constantly wearing face masks and increased demand for skin health supplements due to health consciousness attracted new consumers to opt for beauty supplements, thereby augmenting the market's growth. Furthermore, the demand for natural ingredients from the European cosmetics sector is visibly increasing due to the growing consumer awareness of natural cosmetics and the initiative of cosmetic companies to replace synthetic ingredients with natural variants.

Over the medium term, the nutricosmetics market is likely to be driven by the rising consumer awareness regarding their skin problems associated with various nutrient deficiencies, such as anti-aging, wrinkles, hair loss, and scalp problems, leading to a paradigm shift toward preventive health management practices amid the rising healthcare costs and increasing burden of lifestyle diseases. Thus, such factors are boosting the consumption of nutricosmetics across the world.

The robust demand for products containing vitamins and Omega-3, especially for skincare, generates a significant market share. Moreover, the beauty-from-within approach is garnering popularity among millennials, as it is an attractive combination of beauty and health. However, there is no clear distinction between nutraceutical-based products, with variations across different countries. Thus, regulatory, legislative, and technological complexity acts as a major hurdle for the market's growth.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

Nutricosmetics Market Trends

Skin Care Holds a Prominent Share of the Market

The preventive, holistic, and eco-conscious approach is boosting the growth of the skincare segment, with offers that support clinically studied active ingredients. Additionally, the market for skincare in nutricosmetics is witnessing emerging ingredients for healthy skin, like pycnogenol and lycopene. Consumers' interests are inclined toward purchasing skin-care products containing nutrients including vitamin A, vitamin D, and omega-3 fatty acids, which have been linked to supporting skin health, offering manufacturers many opportunities to innovate. Moreover, players in the market are competing in terms of ingredients, product form, packaging materials, and other innovations. Also, companies operating in this segment are incorporating naturally occurring active ingredients for clean alternatives, ranging from mushrooms in supplements to ground coffee in skin scrubs and seaweed in skincare. For instance, in 2020, Ajinomoto Health & Nutrition announced the launch of an Indigo Marine Collagen Protein Powder, which provides a simple way to help diminish the effects of aging while revitalizing skin.

North America Holds the Largest Share

The consumers of the region, predominantly the United States and Canada, tend to be skeptical of the idea of "beauty foods" and are more likely to demand products like UV protection and wrinkle-smoothing products, creating a bullwhip in the product launch. For instance, in 2020, SDIN launched SunISDIN Softgel Capsules to the US market, an advanced combination of antioxidants, vitamins, and an essential mineral, to prepare the skin to fight photoaging, prevent oxidative stress, and support general skin health. According to the American Hair Loss Association, by the age of 35, two-thirds of American men will experience some degree of appreciable hair loss. By the age of 50, approximately 85% of men have significantly thinning hair. Viviscal debuted a line of mix-in powdered supplements to boost hair health for men and women, diversely formulated with biotin and marine collagen. Thereby, manufacturers are continuously introducing new product offerings to satiate the surging demand, which is projected to drive the market's growth considerably.

Nutricosmetics Market Competitor Analysis

The nutricosmetics market is fragmented and highly competitive with the strong presence of regional and global players, where the demand is mostly driven by beauty enhancement and clean label claims. Consumer awareness about brand know-how is luring more start-ups into the market. Moreover, with the growing demand for nutricosmetics, key players like GlaxoSmithKline PLC, Herbalife Nutrition Limited, GNC Holdings Inc., Suntory Holdings Limited, and Amway Corporation are following various strategies like mergers and acquisitions and R&D to cater to the segment. Elective, Olverum, DL.MD, SHIFFA, SKIIN Company, Cashmere Skincare, Simone Thomas Wellness, Age Quencher, Moon Dust, and Kora Organics are some of the popular brands in the nutricosmetics space.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Product Type

5.1.1 Skin Care

5.1.2 Hair Care

5.1.3 Nail Care

5.2 By Form

5.2.1 Tablets and Capsules

5.2.2 Powder and Liquid

5.2.3 Gummies and Soft Chews

5.3 By Distribution Channel

5.3.1 Supermarkets/Hypermarkets

5.3.2 Drug Stores/Pharmacies

5.3.3 Specialist Stores

5.3.4 Online Retail

5.3.5 Other Distribution Channels

5.4 By Geography

5.4.1 North America

5.4.1.1 United States

5.4.1.2 Canada

5.4.1.3 Mexico

5.4.1.4 Rest of North America

5.4.2 Europe

5.4.2.1 United Kingdom

5.4.2.2 Germany

5.4.2.3 Spain

5.4.2.4 France

5.4.2.5 Italy

5.4.2.6 Russia

5.4.2.7 Rest of Europe

5.4.3 Asia-Pacific

5.4.3.1 China

5.4.3.2 Japan

5.4.3.3 India

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.4.3.4 Australia
- 5.4.3.5 Rest of Asia-Pacific
- 5.4.4 Rest of the World
 - 5.4.4.1 South America
 - 5.4.4.2 Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Amway Corporation
 - 6.4.2 GRUPO CANTABRIA LABS
 - 6.4.3 Fit & Glow Healthcare Private Limited
 - 6.4.4 Herbalife Nutrition Ltd
 - 6.4.5 Blackmores Limited
 - 6.4.6 GNC Holdings Inc.
 - 6.4.7 PurpleRock UTA Opco LLC
 - 6.4.8 GlaxoSmithKline PLC
 - 6.4.9 Suntory Holdings Limited
 - 6.4.10 KORA ORGANICS

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

