

Skin Care in the US

Market Direction | 2024-05-01 | 34 pages | Euromonitor

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Report description:

The stickiness of health and wellness-oriented motivations amongst consumers has supported skin care's resilience, allowing it to increase its growth rates in both retail volume and current value terms in the US in 2023. Dermocosmetics played a key role here, with dermocosmetics skin care growing at nearly double the rate of skin care in value terms in this year, with even higher growth seen for premium dermocosmetics. However, mass-oriented dermocosmetics brands were still a significant contrib...

Euromonitor International's Skin Care in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Skin Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SKIN CARE IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dermocosmetics continues driving skin care in 2023, with affordability and expert backing being key

Convenience reigns supreme in the retail landscape as grocery retailers and Amazon expand their skin care footprint

Ingredient-led beauty witnesses consumers searching for gentler options suitable for sensitive skin concerns

PROSPECTS AND OPPORTUNITIES

A more proactive approach to skin care will support growth in the forecast period, with expectations of a more targeted approach to skin concerns

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