

Facial Skincare and Anti-Aging - US - May 2015

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Growth in the near-\$7 billion facial skincare and anti-aging category is slow, driven by the highly competitive category landscape and continued below-average usage among men and older adults. Also, as skincare staples like facial cleansers offer more comprehensive benefits, specialty skincare segments struggle to grow.

This report looks at the following areas:

- Skincare staples outperform specialty segments
- Men, older adults are below-average users of facial skincare
- Specialty skincare shoppers turning to prestige

Sales of facial skincare and anti-aging products are growing, albeit slowly, with the category posting minimal gains in 2014. Sales growth is largely attributed to gains from skincare staples including facial cleansers, lip balm, and to a lesser degree, facial moisturizers. The inclusion of more sophisticated benefits in skincare staples has contributed to a slowdown in sales of specialized and higher-margin items like anti-aging skincare.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Skincare staples outperform specialty segments

Figure 1: Sales of facial skincare and anti-aging, by segment, 2009-14

Men, older adults are below-average users of facial skincare

Figure 2: Usage of select facial skincare products, by male and 65+, February 2015

Specialty skincare shoppers turning to prestige

Figure 3: Type of brand used, February 2015

The opportunities

Focus on women aged 18-54

Figure 4: Repertoire analysis of facial skincare product usage, by gender and age, February 2015

Beyond results: Emphasize product aesthetics

Figure 5: Importance of facial skincare claims, February 2015

Appeal to concerns about skin sensitivity, ingredient safety

Figure 6: Attitudes toward sensitive skin and ingredients, February 2015

What it means

The Market – What You Need to Know

Growth is slow in competitive facial skincare and anti-aging category

Skincare staples are outperforming specialized skincare segments

Category influenced by Asian skincare trends, beauty from within

Market Size and Forecast

Historic and projected sales performance of facial skincare and anti-aging

Figure 7: Total US sales and fan chart forecast of facial skincare and anti-aging, at current prices, 2009-19

Figure 8: Total US sales and forecast of facial skincare and anti-aging, at current prices, 2009-19

Market Breakdown

Facial cleansers and lip balm gain, while anti-aging continues to struggle

Figure 9: Sales of facial skincare and anti-aging, by segment, 2009-14

Figure 10: Sales of facial skincare and anti-aging, by segment share, 2014

Market Perspective

After rapid growth, sales of anti-aging skincare plateau

Figure 11: Share of facial skincare products making anti-aging claims, 2007-15

Figure 12: Percent change in sales of anti-aging facial skincare, 2004-14

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Market Factors

Improving economy benefits facial skincare... and professional market

Figure 13: Usage of select facial skincare products, by household income, February 2015

Asian skincare trends influence US market

Beauty from within trend gains momentum

Key Players – What You Need to Know

Gentle skincare, therapeutic lip balm, and prestige trends inspire growth

Specialty skincare, men's products face challenges

Future of facial skincare lies in technology, new formats

Manufacturer Sales of Facial Skincare and Anti-aging

Leading companies see mixed results in crowded facial skincare category

Manufacturer sales of facial skincare and anti-aging

Figure 14: Manufacturer sales of facial skincare and anti-aging, 2014 and 2015

What's Working?

Prestige trends migrating to mass market

Natural and gentle skincare products continue to gain

Figure 15: MULO sales of select gentle skincare products, 52 weeks ending Feb. 22, 2015

Skin luminosity is bright spot in anti-aging segment

Figure 16: Aveeno Positively Radiant print ad, February 2015

Figure 17: MULO sales of select skin brightening products, 52 weeks ending Feb. 22, 2015

Lip balm is top category performer

Figure 18: MULO sales of select lip balms, 52 weeks ending Feb. 22, 2015

What's Struggling?

Specialty skincare products face challenges

Figure 19: MULO anti-aging skincare sales for Olay and L'Oréal, rolling 52 weeks 2014 and 2015

Figure 20: MULO sales of acne treatments for Neutrogena, Clean & Clear, and Clearasil, rolling 52 weeks 2014 and 2015

Sales of men's facial skincare products stagnate

Figure 21: MULO sales of select men's facial cleanser products, rolling 52 weeks 2014 and 2015

Lip balms with cosmetic benefits struggle to keep pace with segment growth

Figure 22: MULO sales of select lip balm products, rolling 52 weeks 2014 and 2015

What's Next?

Micellar waters build on growth in facial cleansing segment

Asian skincare trends deliver new usage occasions, benefits

New campaign from Clean & Clear helps redefine standards of beauty

Figure 23: Clean & Clear See the Real Me video campaign, March 2015

Technology, creative retailing help shoppers navigate category

The Consumer – What You Need to Know

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- Perceptions of skin type influence product usage
- Women aged 18-54 are most engaged in the category
- Reasons for using facial masks are dictated by lifestage
- Prestige brands more influential for specialized skincare purchases
- Product aesthetics are just as important as results

Skin Type

- Adults somewhat unclear about their skin type
- Figure 24: Facial skin type, February 2015

- In their words
- Shoppers focused on skin health, results

Number of Products Used

- Women 18-54 are heaviest users of facial skincare
- Figure 25: Repertoire analysis of facial skincare product usage, by gender and age, February 2015

- In their words

Use of Facial Cleansing Products

- Facial cleansing products have room to grow
- Figure 26: Use of facial cleansing products, by gender and 18-24 age group, February 2015

Use of Facial Moisturizer and Specialty Skincare Products

- Lip balm enjoys highest incidence among specialty skincare products
- Figure 27: Use of facial moisturizer and specialty skincare products, by gender, February 2015

- Women, 25-44's drive usage of moisturizer and specialty skincare products

Use of and Reasons for Using Acne Treatment Products

- Treating acne and blackheads are top priorities
- Figure 28: Use of and reasons for using acne treatment products, any rank, February 2015

Use of and Reasons for Using Facial Masks

- Facial mask users motivated by a variety of skincare benefits
- Figure 29: Use of and reasons for using facial masks, any rank, February 2015

- In their words

The Role of Mass, Prestige, and Dermatologist Brands in Product Selection

- Shoppers turn to mass brands for facial skincare staples
- Figure 30: Type of brand used, February 2015
- Facial skincare shoppers are overwhelmed, seeking information
- In their words

Importance of Claims

- Category users prioritize product aesthetics, results
- Figure 31: Importance of facial skincare claims, February 2015

- In their words

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Attitudes toward Facial Skincare

Women customizing facial skincare routine to meet their needs

Figure 32: Attitudes toward customized facial skincare routines, by female and age, February 2015

Concerns about sensitivity, ingredients are important category themes

Figure 33: Attitudes toward sensitive skin and ingredients, by gender and age, February 2015

In their words

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations

Appendix – Market

Figure 34: Total US sales and forecast of facial skincare and anti-aging, at inflation-adjusted prices, 2009-19

Figure 35: Total US retail sales of facial skincare and anti-aging skincare products, by segment, at current prices, 2012 and 2014

Figure 36: Total US retail sales of facial skincare and anti-aging skincare products, by channel, at current prices, 2012 and 2014

Appendix – Key Players

Figure 37: MULO sales of anti-aging skincare, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 38: MULO sales of facial cleansers, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 39: MULO sales of facial moisturizer, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 40: MULO sales of acne treatments, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 41: MULO sales of fade/bleach, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 42: MULO sales of lip balm, by leading companies and brands, rolling 52 weeks 2014 and 2015

Appendix – Consumer

Summary of bases for role of brand in product selection

Figure 43: Summary of bases for role of brand in product selection, February 2015

Type of facial cleansing products used

Figure 44: Types of facial cleansing products, any use, by demographics, November 2013-December 2014

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