

Facial Skincare and Anti-Aging - US - May 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"This highly competitive category saw sales dip in 2015, as specialty skincare segments and the previously fast-growing lip balm segment saw sales decline. Cleansers and moisturizers show positive growth, and natural products, Asian skincare inspired products, and no-rinse cleansing products are drawing consumer interest."

- Shannon Romanowski, Director - Health, Household, Beauty & Personal Care

This report looks at the following areas:

- Limited growth in competitive, highly saturated market
- Challenges for anti-aging products and blurring of categories
- Many consumers see lifestyle factors as key to skin's appearance

This Report covers the US market for facial skincare and anti-aging products, which is defined as follows:

- Anti-aging facial products
- Facial cleansers including scrubs and toners
- Facial moisturizers
- Acne treatments
- Fade/bleach
- Lip balm

This Report covers only the at-home facial skincare market and does not include professional services or body care products such as body wash or hand and body lotion.

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DID YOU KNOW?

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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