Facial Skincare and Anti-Aging - US - May 2017

Report Price: £3085.18 | $3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The facial skincare and anti-aging market has experienced moderate growth of 8% between 2011-16, driven by gains in the facial cleanser and facial moisturizer segments. Going forward, incremental sales could be achieved by broadening the appeal of natural skincare offerings. Additionally, new formats such as mists and essences can increase the repertoire of products that people own."
Margie Nanninga, Beauty & Personal Care Analyst

This report looks at the following areas:

- **Moderate growth as specialty products slow sales**
- **Lackluster engagement, habitual buying pose challenges for brands**
- **Most products used on an as-needed basis**

Definition

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.

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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