

## Facial Skincare - US - May 2013

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

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*“The sheer number of facial skincare products, claims, and benefits can create confusion for consumers when shopping the category, potentially deterring them from trying new products. Innovative retailing and marketing strategies to help consumers better navigate this overwhelming category may offer a fresh approach to facial skincare.”*

– Shannon Romanowski, Beauty & Personal Care Analyst

### In this report we answer the key questions:

- What are the opportunities to help consumers better navigate the facial skincare category?
- How are multi-functional skincare products such as BB creams impacting the facial skincare category?
- How will more stringent regulations regarding claims coming out of the EU potentially impact the U.S. facial skincare market?

The facial skincare category has posted modest growth between 2007 and 2012, rising by 11% to reach sales of roughly \$5.6 billion. The category’s largest segment, anti-aging skincare, is seeing a slowdown in growth after strong performance during the economic recession. The facial cleanser and facial moisturizer segments are rebounding after declining during the recession, as consumers may be loosening spending and returning to facial skincare staples.

The category and all of its segments will likely benefit from emerging trends such as men’s facial skincare as well as more specialized skincare treatments that add value and drive incremental growth. However, the category does face challenges as lines continue to blur between segments, as multi-functional products in particular frequently offer benefits that span segments (and even categories). New claims and benefits along with improved retailing opportunities should help to drive future growth while alleviating some of the consumer confusion that sometimes plagues the category.

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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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How will more stringent regulations regarding claims coming out of the EU potentially impact the U.S. facial skincare market?

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