

Facial Skincare and Anti-aging - US - May 2018

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This report looks at the following areas:

- Specialty treatments sales still in decline
- Product usage is limited
- Facial anti-aging has one quarter of market, but continues to lose share

Consumer demand for multi-benefit products is hurting growth of specialty skincare treatments, and an emphasis on natural, effective ingredients could be a challenge to mature, established players. Additionally, innovations in face masks are persuading consumers to make masking a fun, social experience.



"The facial skincare and anti-aging market has grown a modest 5% between 2012-17, driven by gains in the facial cleanser and facial moisturizer segments."

Alison Gaither, Beauty & Personal Care Analyst

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