

## Facial Skincare and Anti-aging - US - April 2019

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### This report looks at the following areas:

- Growth in facial skincare remains constant, yet gains are not as substantial
- New minimalist trends place additional pressure on category
- Most consumers stick to skincare staples



"Growth has slowed for the facial skincare and anti-aging market, as the category competes with both internal and external factors. Consumer demand for multibenefit products continues, and an emphasis on clean skincare could be a challenge to mature, established players. Lastly, reasons for using face masks have shifted slightly, with consumers choosing efficacy over trendy effects."

**Alison Gaither, Beauty & Personal Care Analyst**

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