

The US Skincare Market: Size, Trends & Forecasts (2019-2023)

February 2019



The US Skincare Market: Coverage

Executive Summary and Scope

The US Skincare Market Snapshot

Skincare Industry Analysis

Country Analysis

The US Skincare Market Competition Assessment

Company Profiles of Leading Players

The US Skincare Market Forecast

The US Skincare Market: Coverage

Scope of the Report

Attributes	Details
Title	The US Skincare Market: Size, Trends & Forecasts (2019-2023)
Coverage	The US
Market Influencing Variables	Recent Industry Developments, Regulatory Structure, Market Drivers, Key Issues, Political Environment, Macroeconomic Indicators
Forecast Period of Market	2019-2023
Competition in the Market	Fragmented
Key Players	Estee lauder Companies Inc., Johnson & Johnson, L'Oreal SA, The Procter & Gamble Co.

The US Skincare Market

Executive Summary

Skin is the largest organ of the body. An individual's skin helps in regulating the body temperature. Skin also acts as a protective barrier and can be easily damaged by the outside elements. It is affected by many factors, such as exposure to UV (Ultra-violet) radiation, exposure to sun, aging, etc. Because of these reasons, a good care of skin is very essential. Skincare refers to the term involving all the things people do to keep their skin clean, healthy-looking, and attractive. Skincare also involves the practices that enhance the appearance of an individual by cleaning of dirt particles and dead cells, and support skin integrity. Skincare also makes the skin well-hydrated, without excessive moisture or dryness.

On the basis of product type, skincare industry can be broadly categorized into five types: facial care (face cream, skin-whitening products, anti-aging products, anti-acne products, sunscreen lotions & others), body care (body lotion, mass body care lotion & premium body care lotion), make-up remover, hand care and depilatories. On the basis of distribution channel, the skincare industry include health and beauty stores, hypermarkets and supermarkets, parapharmacies/ drugstores, department stores and others.

Standard Industrial Classification (SIC) Codes are the numerical codes, assigned by the US government to business establishments. These are four digit codes, which are used to identify the primary business of the establishment (company). The codes classification covers all economic activities across government agencies and within industries.

The US Skincare market has increased at a significant CAGR during the years 2014-2018 and projections are made that the market would rise in the next four years i.e. 2019-2023 tremendously. The US Skincare market is expected to increase due to growing millennial population and retail spending, rising per capita disposable income, aging population, increasing female population etc. Yet the market faces some challenges such as products involving harmful chemicals and counterfeit skincare products.

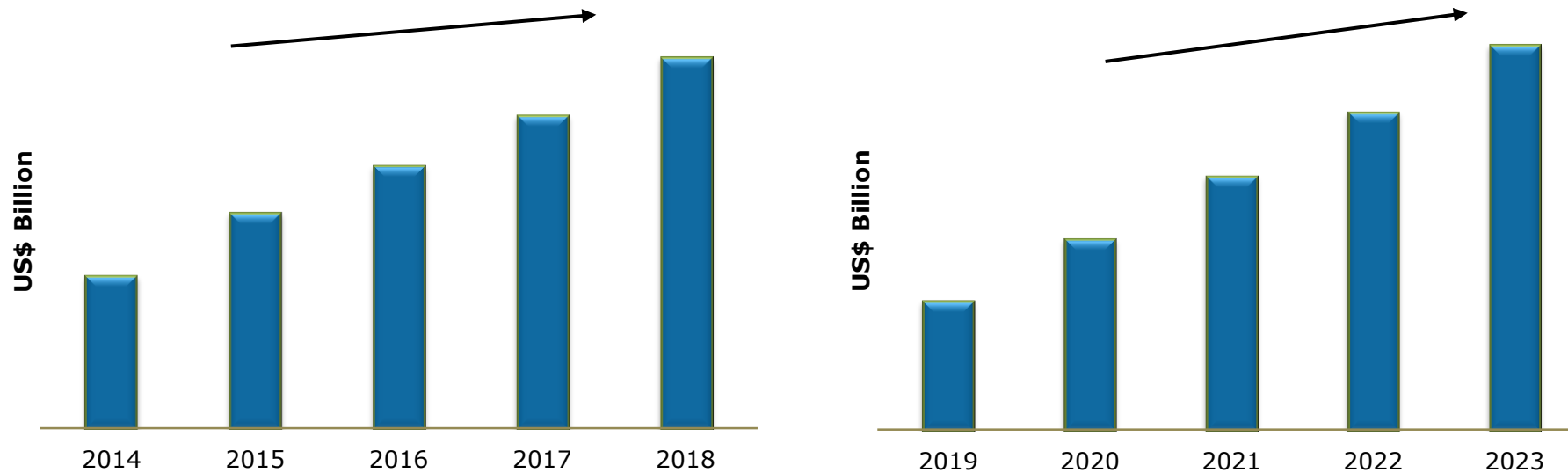
The US Skincare Market

Market Overview



The US Skincare Market: An Analysis

The US Skincare Market by Value

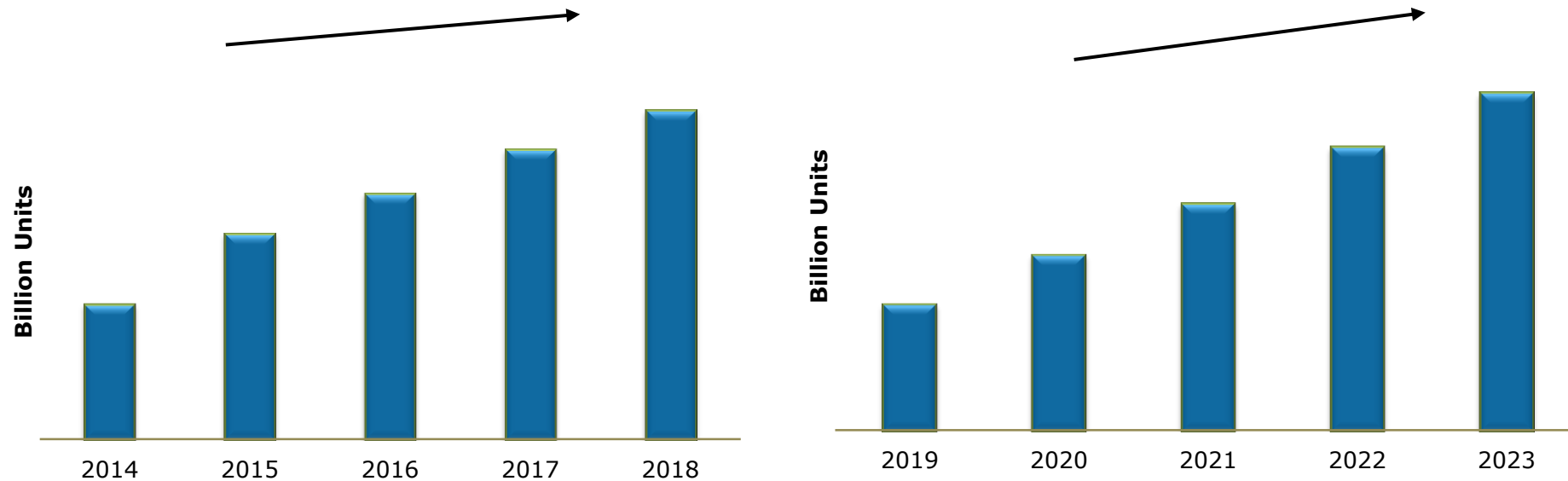


CAGRs	
2014-2018	xx%
2019-2023	xx%

The US skincare market, valued at US\$... billion in 2018, increased as compared to US\$... billion in 2017 at a CAGR of ...% from 2014 to 2018. The US skincare market is anticipated to reach up to US\$... billion by 2023 from US\$... billion in 2019..

The US Skincare Market: An Analysis

The US Skincare Market by Volume

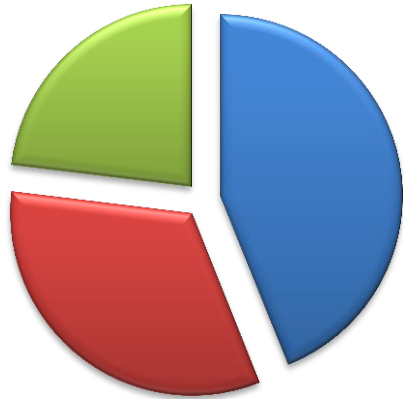


CAGRs	
2014-2018	xx%
2019-2023	xx%

The US skincare market volume was... billion units in 2018, increased as compared to ... billion units in 2017 at a CAGR of ...% from 2014 to 2018. The US skincare market volume is anticipated to reach up to ... billion units by 2023 from ... Billion units in 2019..

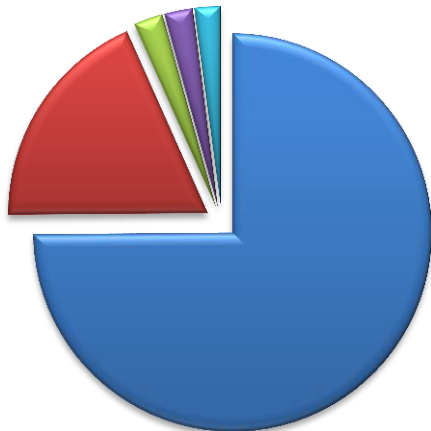
The US Skincare Market: An Analysis

The US Skincare Market by Product; 2018



Product	Share
Face Cream	xx%
Body Lotion	xx%
Other Skincare Products	xx%

The US Skincare Market by Segments; 2017



Segments	Share
Facial Care	xx%
Body Care	xx%
Make-up Remover	xx%
Hand Care	xx%
Depilatories	xx%

The US Skincare Market: An Analysis

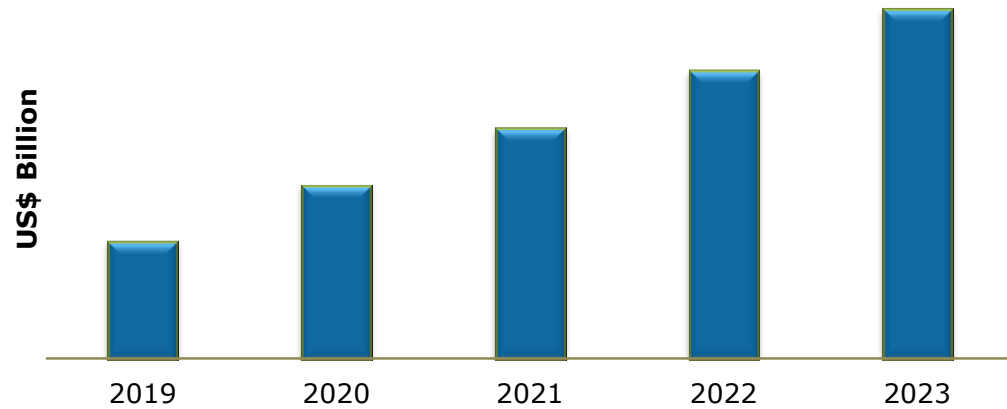
The US Skincare Market by Distribution Channel; 2017



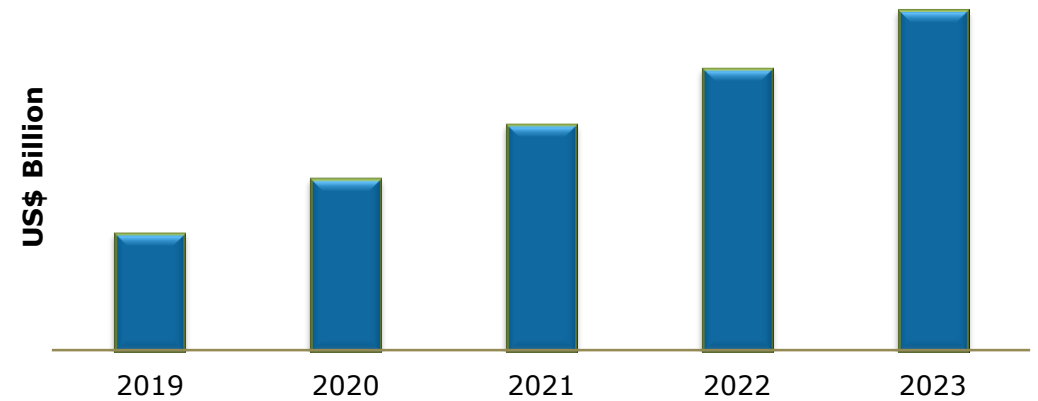
Distribution Channel	Share
Healthy & Beauty Stores	xx%
Supermarkets & Hypermarkets	xx%
Parapharmacies/ Drugstores	xx%
Department Stores	xx%
Other	xx%

The US Skincare Market: Segment Analysis

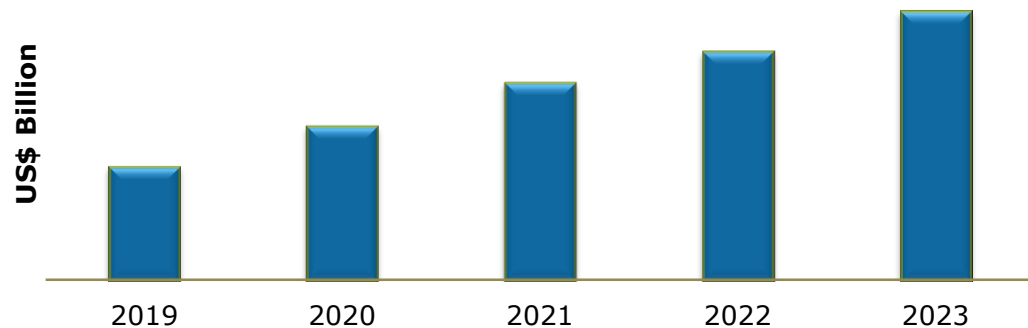
The US Face Cream Market by Value



The US Body Lotion Market by Value



The US Other Skincare Products Market by Value



Segments	CAGR
	2019-2023
Face Cream	xx%
Body Lotion	xx%
Other Skincare Products	xx%

The US Skincare Market: Dynamics



The US Skincare Market: Competitive Assessment

Players Profiled

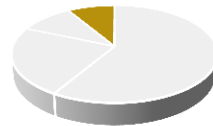
- Estee Lauder Companies Inc.



- Johnson & Johnson



- L'Oreal SA



- The Procter & Gamble Co.



Note: The graphs on this slide are only for sample representation.