

## Facial Skincare - US - May 2014

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

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“The market holds opportunities for products that emphasize gentle skincare, function, and convenience. At the same time, the changing landscape of the facial skincare category presents both challenges and opportunities for brands and retailers to reinvent the traditional category segmentation.”

– Shannon Romanowski, Senior Beauty and Personal Care Analyst

### This report looks at the following areas:

- Are we seeing the lines between facial skincare segments blurring?
- Despite below-average usage could men represent a growth opportunity?
- How can brands encourage increased spending despite slow sales growth?

The facial skincare market has posted modest sales gains between 2008 and 2013, with slow growth expected to continue through 2018. While facial cleansers and moisturizers have posted solid growth in recent years, it has likely come at the expense of specialty skincare, including anti-aging products and fade/bleach. The adoption of multitasking formulas combined with more comprehensive skincare benefits being offered by cleansers and moisturizers has resulted in some sales cannibalization of specialized skincare segments.

Opportunities for incremental sales growth will stem from the growing popularity of gentle skincare products combined with consumer interest in convenience and customized results. Lastly, given the highly competitive nature of the category, creative retailing including the implementation of diagnostic tools will be critical in driving future growth.

This report builds on the analysis presented in Mintel's Facial Skincare – US, May 2013, as well as the May 2012, April 2011, January 2010, January 2009, January 2008, January 2007, January 2006, and February 2002 reports of the same title.

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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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## The implications

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