

## Anti-Ageing Beauty - UK - October 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The anti-ageing beauty markets benefit from a society which is perceived to prioritise youth; a pressure felt most strongly by women. The ageing population, coupled with men’s changing attitudes towards beauty and grooming, is set to expand the user base, although traditional topical products may be threatened as treatments and surgical procedures become more commonplace.”

– Charlotte Libby, Senior Beauty Analyst

### This report looks at the following areas:

- Young men more engaged than their older counterparts
- Increasing SPF usage can protect skin
- Societal pressure on youth felt more by women

The anti-ageing beauty markets benefit from society’s preference for a youthful appearance, which is felt most strongly by women. The ageing population, coupled with men’s changing attitudes towards beauty and grooming, is set to expand the user base of anti-ageing beauty products.

Innovation remains strong in the sector, and while anti-ageing facial skincare dominates launches, the hand and body markets are also seeing increased NPD. Surgical and non-surgical procedures are growing in popularity, and salon anti-ageing treatments are becoming increasingly scientific, which could challenge future use of at-home products.

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- Cosmetic surgery a growing market
- Increasing awareness and education around anti-ageing
- Healthy lifestyles trend
- Awareness of anti-ageing skincare ingredients can be improved

### Market Drivers

- Ageing population beneficial for anti-ageing market

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Anti-hair loss focuses on the scalp

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9 in 10 women focus on the face

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Men need product guidance

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Women more likely to use products to repair than delay

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Abbreviations

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