

Skincare Ingredient and Format Trends - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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The skincare market is highly saturated, and brands are challenged by consumer demand for simplicity as well as routine shopping behavior, limiting product trial. Focusing on unique offerings to capture the attention of consumers, such as Korean skincare trends and on-the-go formats, could nurture category growth.

This report looks at the following areas:

- Specialty products struggle in skincare
- Increase in beauty retailers provide more options, may overwhelm consumers
- Threat of color cosmetics looms over category

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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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