

Medicated Skincare - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The medicated skincare market grew by 0.4% in 2017 and will reach an estimated \$1.1 billion in 2018; an increase of just \$14 million. Through 2023, Mintel estimates that the market will add between 1% and 3% per annum. Better prevention, oral medications, and non-medicated products will continue to challenge the category."

- **Jamie Rosenberg, Global Personal Care Analyst**

This report looks at the following areas:

Yet, there are opportunities. Multifunctional products, fast-acting cold sore and skin growth removers and ancillary products that help consumers avoid the triggers of skin ailments will allow forward looking brands to reinvent their portfolios for an evolving market.

- A growing performance gap between segments
- A blurring of medicated and herbal skincare
- New, more effective drugs will challenge topical treatments

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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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