

Anti-aging Skincare - US - February 2013

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"New product launches and innovations are certainly important in growing the anti-aging skincare category, but the industry will experience ongoing pressure to stand out in an increasingly competitive and saturated marketplace."

– Shannon Romanowski, Beauty & Personal Care Analyst

In this report we answer the key questions:

- As the anti-aging skincare category has become increasingly competitive and saturated, how can anti-aging products stand out from the competition, ultimately making the category easier to shop?
- Anti-aging skincare product claims and benefits continue to become more scientific and results-oriented, but how do consumers really know that these products are working?
- The majority of anti-aging skincare products are created specifically for the face, with anti-aging body care products being a relatively small and declining segment. What are the opportunities to increase sales in the anti-aging body care category?

The anti-aging skincare category managed to fare well during the heart of the economic recession, but has experienced virtually flat sales since 2011. The number of products launched in the category has nearly doubled since 2007, resulting in a more competitive and saturated marketplace. Additionally, consumers are likely confused by the number of product choices and also may be tightening spending as many anti-aging products are commanding increasingly higher price points.

However, Mintel forecasts modest growth beginning in 2013, as levels of disposable income steadily increase, potentially resulting in more discretionary purchases like anti-aging skincare. Additionally, the above average population growth of older and multicultural consumers will certainly help drive future growth in the category.

This report builds on the analysis presented in Mintel's *Anti-aging Skincare—U.S., February 2012*, as well as the February 2011, February 2010, and February 2009 reports of the same title.

This report covers the U.S. market of anti-aging skincare products with the primary focus being on facial anti-aging skincare. Market estimates and sales data include anti-aging body care products but this represents a very small portion of the total market and is therefore not broken out as a separate segment.

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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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Anti-aging skincare product claims and benefits continue to become more scientific and results-oriented, but how do consumers really know that these products are working?

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