

## Skincare Ingredient and Format Trends - US - December 2015

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US adults are looking for easy-to-use, functional formats when shopping for skincare products, explaining the popularity of wipes and sheet masks. Brands may also consider a focus on natural ingredients, with charcoal, micellar water, and aloe appealing to consumers. Further success can be achieved by incorporating trends from the Asian skincare market, with unique ingredients beginning to emerge in US product launches.

### This report looks at the following areas:

- Adults allocate most spend toward facial skincare
- Adults consider impacts of environment and product usage on the appearance of their skin
- Skincare usage higher among younger women

Within the skincare category, the highest spend is allocated to facial skincare, comprising 63% of 2014 category sales. Higher spend on facial skincare is due to wider availability of premium priced options, as well as the regimented approach of facial skincare routines, requiring the purchase of multiple products.

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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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