

Medicated Skincare - US - July 2016

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"The rate of growth for medicated skincare market continues to decelerate. Anti-itch treatments remain the strongest performing segment, while foot medications, cold sore treatments, and skin growth removers continue to stagnate."

- Margie Nanninga, Beauty and Personal Care Analyst

This report looks at the following areas:

- Slow overall growth in a mature and competitive market
- Aging population presents long term obstacle
- Alternative treatment methods are common solution for skin irritations

Alternative treatment methods – from self-healing to home remedies and prescription care to general skincare –further exasperate the already competitive environment surrounding medicated skincare. Beyond multifunctional and cosmetic benefits, innovation that incorporates natural ingredients, increases product transparency/education, and delivers convenient format solutions present opportunities for growth.

For the purposes of this Report, Mintel has used the following definition:

Medicated skincare covers OTC (over-the-counter) products that consumers use to treat skin irritations and foot ailments. Following is a list of the specific product types and conditions that are addressed in this report and the conditions that these products treat.

- Anti-itch creams/treatments
 - Itching of the skin caused by dry skin, cracked skin, eczema, psoriasis, poisonous plants, jock itch, ringworm, skin rashes, bug bites, and other causes; insect first aid products are included in this segment.
- Lip treatments
 - cold sore treatments.
- Skin growth removers
 - common warts (hand), plantar (foot), and flat warts (clusters). Does not include genital warts.
- Foot medications
 - athlete's foot, nail fungus, etc.

Not included are prescription medications or OTC products that are taken orally to treat these conditions (for example, non-prescription antihistamine tablets taken orally to treat skin rashes or irritations). Products with medicated ingredients or additions (eg, bandages with antibiotic ointment added to the pad) are also excluded from this report. Lice treatments are also excluded.

Value figures throughout this report are at rsp (retail selling prices) excluding sales tax unless otherwise stated.

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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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