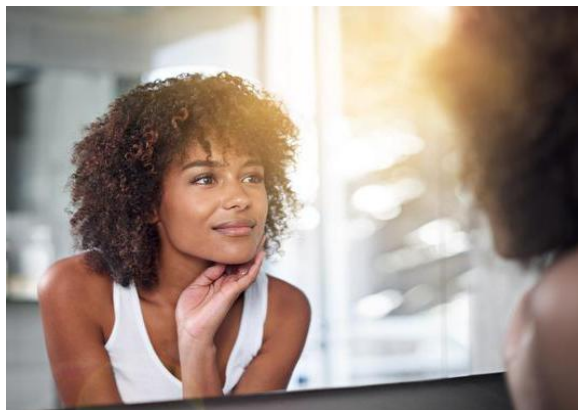


## Skincare Ingredient and Format Trends - US - December 2016

Report Price: £3199.84 | \$3995.00 | €3775.81

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"The skincare market is highly saturated, and brands are challenged by consumer preferences for simplicity as well as a tendency to stick with the same products each time they make a purchase, limiting product trial."

**- Margie Nanninga, Beauty & Personal Care Analyst**

This report looks at the following areas:

- Most spend goes toward facial skincare, blurring lines present market challenges
- Broader variety of formats results in declining use of existing cleansing options
- Preference for simplicity, skepticism challenge brands

Brands will focus on unique offerings to capture the attention of consumers, with Korean skincare trends continuing to impact the US market, while also looking to other regions including Africa and Australia for inspiration. Natural and ethical claims will also continue to rise, and exotic but natural-positioned ingredients such as seaweed and ginseng will become mainstream.

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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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