

## Facial Skincare and Anti-aging: Incl Impact of COVID-19 - US - May 2020

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

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“As the majority of Americans limit their interactions outside the home due to the COVID-19 pandemic, facial skincare routines become less of a priority, as consumers shift focus to their physical and mental health. In addition, economic instability leads to more conservative category spending.

– Clare Hennigan, Senior Beauty Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the Facial Skincare and Anti-aging market.
- COVID-19 is a catalyst for clean and safe facial skincare products.
- Masstige brands appeal to audiences seeking affordable wellness products, creating challenges for premium players.

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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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Source: Lightspeed/Mintel

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