

Skin Conditions - US - 2022

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This report looks at the following areas:

- Skin conditions experienced and shifts in skin health due to COVID-19
- Approach to treating skin conditions
- Key drivers of medicated skincare products
- Attitudes toward skin conditions

In spite of COVID-19-related disruptions to skincare and health routines, the market was able to stave off major losses thanks to the functional and routine nature of the category, along with the heightened focus on health and wellness. However, the pandemic-induced behaviors and lifestyle shifts created a heightened need for certain products while diminishing the need for others, thus impacting segments differently.

Overall, the rate of growth for the medicated skincare market remains stable, albeit slow, increasing an estimated 2% from 2021-22. Inflation will have an impact on product and channel choice, as more consumers adopt a value-driven mind-set when possible.

Better prevention and alternative forms of treatment continue to challenge the category. Beyond multifunctional and cosmetic benefits, innovations that incorporate natural ingredients, provide more information and deliver personalized and convenient solutions present the strongest opportunities for growth.



“The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene practices, boosted others.”

– Sara Nettesheim, Wellness Analyst

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