

Medicated Skincare - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Common skin ailments experienced and how consumers address their skin issues
- Reasons for worsening skin conditions
- Factors that consumers consider when purchasing medicated skincare treatments
- Consumer attitudes and approach to skin conditions and medicated skincare
- Current usage and future interest in various medicated skincare products

The medicated skincare market reached \$1.5 billion in 2022, with sales projected to maintain slow growth over the next five years. While the category's essential status will help keep sales afloat, and increasing levels of stress will fuel the need for solutions for skin issues, non-medicated products and reactive mindset will continue to challenge the category. Category players will need to innovate and bring in functional benefits and reinvent portfolios to stand out in an increasingly more competitive space.



“Consumers continue to experience skin issues as a physical manifestation of both lifestyle choices, such as poor diet and lack of sleep, as well as elevated levels of stress and anxiety. While consumers have adopted a more preventative strategy to managing their overall health, this shift has been slower in the medicated skincare space.”

- Dorothy Kotscha, Health Analyst

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