

Medicated Skincare - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The medicated skincare market is expected to grow steadily due to consumers' continued reliance on OTC products to treat skin irritations at home. Brands can accelerate category growth by integrating new functional and cosmetic benefits to increase product use and by extending into new product categories." – Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- How can brands grow sales in a mature, saturated market?
- How can brands better address the needs of chronic sufferers?
- What should brands do to better engage Hispanic and Asian consumers?

Total US sales of medicated skincare products in 2014 are \$1.5 billion, a 20% increase from sales observed in 2009. Future growth will mainly be driven by consumers' continued reliance on medicated skincare products for treating skin irritations and foot ailments at home. The integration of new functional and cosmetic benefits into anti-itch, foot medication, and cold sore products could encourage consumers to use products more frequently as well as help brands better compete against private label offerings. Entering new product categories could also provide opportunities for brands to generate more incremental sales.

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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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Personal Care Products Council

Pharmaceutical Research and Manufacturers of America (PhRMA)

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