

## Analyzing the US Cosmeceuticals Industry

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Cosmeceuticals are cosmetic products with biologically active ingredients purporting to have medical or drug-like benefits. They are the result of merging cosmetics and pharmaceuticals. They were first introduced back in late eighties and have been extremely popular with consumers ever since. On the other hand, after almost two decades down the road, consumers have become much more cynical and inquisitive of the products available in the market. Starting from just a line of anti-ageing products initially, the assortment now includes any skincare, color cosmetic or hair care item that not only beautifies, but also prevents as well as treats any condition or concern.

The US cosmeceutical industry is growing by nearly 10-15% yearly, almost double the pace of the cosmetic industry. With launching of injectibles for cosmetic purposes and various sunless tanning products, the market for cosmeceuticals has skyrocketed, having a current value worth of over \$7 billion in the country.

This rapid growth reflects an ageing population's desire for a youthful appearance along with the health-enhancing benefits of natural ingredients. The major contributors to boosting the growth of the US cosmeceutical industry will be the population of 55 year olds and above, who are willing to go in for various anti-ageing products and dermatological procedures.

The main producers of cosmeceuticals in the US remain Procter & Gamble, Johnson & Johnson and Royal DSM NV. By 2015, the cosmeceutical market is projected to account for over \$12 billion. With people willing to loosen up their purses strings for numerous products and procedures lined in the market, the cosmeceutical industry is here to conquer, stay and rule.

Aruvians Rsearch analyzes the US Cosmeceutical Industry in its research offering Analyzing the US Cosmeceuticals Industry. The report is a comprehensive analysis of the US Cosmeceuticals Industry.

The report begins with an introduction to cosmeceuticals. The section explains what cosmeceuticals are, the history of cosmeceuticals, as well as the recent developments in the field.

An analysis of the cosmeceuticals industry in the US follows the introductory section. In section C of the report, we analyze the industry overview, the demand for cosmeceuticals in the US, along with the various types of cosmeceuticals present in the market and their demand. The various cosmeceuticals analyzed include hair care cosmeceuticals, skin care cosmeceuticals, injectable cosmeceuticals and other cosmeceuticals. Product development in the industry as well as the structure of the industry is also analyzed.

We then move on to the analysis of cosmeceutical chemicals such as antioxidants, cosmeceutical acids, cosmeceutical enzymes, sunscreen chemicals, and other cosmeceutical chemicals.

The report also analyzes the regulatory framework impacting the US cosmeceuticals industry along with an analysis of the major industry trends.

Major players in the industry such as John & Johnson, Procter & Gamble, and Royal DSM NV are analyzed

in this report through their market presence, business segments they operate in, and a SWOT analysis.

Future perspective of the US Cosmeceutical Industry completes this in-depth profile of the US Cosmeceutical Industry from Aruvians Rsearch.

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