

# The US Skincare Market: Size, Trends & Forecasts (2019-2023)

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## Abstracts

### SCOPE OF THE REPORT

The report titled “The US Skincare Market: Size, Trends & Forecasts (2019-2023)”, provides an in-depth analysis of the US Skincare market by value, by volume, by products, by segments and by distribution channels and includes product analysis as well.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall US Skincare market has also been forecasted for the period 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the US Skincare market are Estee Lauder Companies Inc., Johnson & Johnson, L’Oreal and The Procter & Gamble. The four companies have been profiled in the report providing their business overview, financial overview and business strategies.

### COMPANY COVERAGE

Estee Lauder Companies Inc.

Johnson & Johnson

L’Oreal SA

The Procter & Gamble Co.

## EXECUTIVE SUMMARY

Skin is the largest organ of the body. An individual's skin helps in regulating the body temperature. Skin also acts as a protective barrier and can be easily damaged by the outside elements. It is affected by many factors, such as exposure to UV (Ultra-violet) radiation, exposure to sun, aging, etc. Because of these reasons, a good care of skin is very essential. Skincare refers to the term involving all the things people do to keep their skin clean, healthy-looking, and attractive. Skincare also involves the practices that enhance the appearance of an individual by cleaning of dirt particles and dead cells, and support skin integrity. Skincare also makes the skin well-hydrated, without excessive moisture or dryness.

On the basis of product type, skincare industry can be broadly categorized into five types: facial care (face cream, skin-whitening products, anti-aging products, anti-acne products, sunscreen lotions & others), body care (body lotion, mass body care lotion & premium body care lotion), make-up remover, hand care and depilatories.

On the basis of distribution channel, the skincare industry include health and beauty stores, hypermarkets and supermarkets, parapharmacies/drugstores, department stores and others.

The US Skincare market has increased at a significant CAGR during the years 2014-2018 and projections are made that the market would rise in the next four years i.e. 2019-2023 tremendously. The US Skincare market is expected to increase due to growing millennial population and retail spending, rising per capita disposable income, aging population, increasing female population etc. Yet the market faces some challenges such as products involving harmful chemicals and counterfeit skincare products.

## Contents

### 1. THE US SKINCARE MARKET SNAPSHOT

#### 1.1 Industry Definition

##### 1.1.1 Skincare: Introduction

##### 1.1.2 Skincare Segmentation by Product Type

##### 1.1.3 Skincare Segmentation by Distribution Channel

#### 1.2 SIC Classification

##### 1.2.1 SIC Classification for Skincare Market

#### 1.3 Skincare Market Overview

##### 1.3.1 The US Skincare Market by Value

##### 1.3.2 The US Skincare Market by Volume

##### 1.3.3 The US Skincare Market by Product (Face Cream, Body Lotion, Other skincare products)

##### 1.3.4 The US Skincare Market by Segments (Facial Care, Body Care, Make-up Remover, Hand Care, Depilatories)

##### 1.3.5 The US Skincare Market by Distribution Channel (Health & Beauty Stores, Supermarkets & Hypermarkets, Parapharmacies/Drugstores, Department Stores and Other)

#### 1.4 Skincare Market Segments

##### 1.4.1 The US Face Cream Market by Value

##### 1.4.2 The US Body Lotion Market by Value

##### 1.4.3 The US Other Skincare Products Market by Value

### 2. THE US SKINCARE: INDUSTRY ANALYSIS

#### 2.1 Industry Developments

#### 2.2 Regulatory Structure

##### 2.2.1 Food and Drug Administration (FDA)

##### 2.2.2 FDA Regulations

#### 2.3 Market Drivers

##### 2.3.1 Growing Millennial Population and Retail Spending

##### 2.3.2 Rise in Urban Population

##### 2.3.3 Aging Population

##### 2.3.4 Increasing Female Population and Labor Force

##### 2.3.5 Growing Health and Wellness Awareness

#### 2.4 Key Issues

##### 2.4.1 Products Involving Harmful Chemicals

## 2.4.2 Counterfeit Skin Care Products

### **3. COUNTRY ANALYSIS**

#### 3.1 Key facts

#### 3.2 Political Environment

#### 3.3 Macroeconomic Indicators

##### 3.3.1 Rising Population Size

##### 3.3.2 Rising Per Capita Disposable Income

### **4. THE US SKINCARE MARKET COMPETITION ASSESSMENT**

#### 4.1 Competitive Scenario

##### 4.1.1 The US Skincare Market Players by Share

#### 4.2 Competitors At-a-Glance

##### 4.2.1 The US Skincare Market Players Overview

##### 4.2.2 Procter & Gamble (P&G) Business Strategy

##### 4.2.3 Estée Lauder Companies Business Strategy

##### 4.2.4 Johnson & Johnson Business Strategy

##### 4.2.5 L'Oreal Business Strategy

#### 4.3 Sales and Earnings Analysis

### **5. COMPANY PROFILES OF LEADING PLAYERS**

#### 5.1 Procter & Gamble (P&G)

##### 5.1.1 Business Overview

##### 5.1.2 Financial Overview

#### 5.2 Estee Lauder Companies Inc

##### 5.2.1 Business Overview

##### 5.2.2 Financial Overview

#### 5.3 Johnson & Johnson

##### 5.3.1 Business Overview

##### 5.3.2 Financial Overview

#### 5.4 L'Oreal

##### 5.4.1 Business Overview

##### 5.4.2 Financial Overview

### **6. THE US SKINCARE MARKET FORECAST**

## 6.1 Industry Estimates

6.1.1 The US Skincare Market Forecast by Value

6.1.2 The US Skincare Market Forecast by Volume

6.1.3 The US Face Cream Market Forecast by Value

6.1.4 The US Body Lotion Market Forecast by Value

6.1.5 The US Other Skincare Products Market Forecast by Value

## 6.2 Future Trends

6.2.1 Growing Demand for Organic Skin Care Products

6.2.2 Rising Use of Vegan Skin Care Products

6.2.3 Greater Use of Skin Care Products by Men

## Figures & Tables

### LIST OF FIGURES AND TABLES

- Figure 1: Skincare Segmentation by Product Type
- Figure 2: Skincare Segmentation by Distribution Channel
- Figure 3: The US Skincare Market by Value; 2014-2018 (US\$ Billion)
- Figure 4: The US Skincare Market by Volume; 2014-2018 (Billion Units)
- Figure 5: The US Skincare Market by Product; 2018 (Percentage, %)
- Figure 6: The US Skincare Market by Segments; 2017 (Percentage, %)
- Figure 7: The US Skincare Market by Distribution Channel; 2017 (Percentage, %)
- Figure 8: The US Face Cream Market by Value; 2015-2018 (US\$ Billion)
- Figure 9: The US Body Lotion Market by Value; 2015-2018 (US\$ Billion)
- Figure 10: The US Other Skincare Products Market by Value; 2015-2018 (US\$ Billion)
- Figure 11: The US Youth Population; 2016-2036 (Million)
- Figure 12: The US Millennial Retail Spending; 2013-2020 (Percentage, %)
- Figure 13: The US Urban Population; 2010-2017 (Million)
- Figure 14: The US Aging Population; 2010-2050 (Percentage, %)
- Figure 15: The US Female Population; 2013-2018 (Million)
- Figure 16: The US Female Labor Force Participation Rate; 2015-Q3 2018 (Percentage; 2015-Q3 2018)
- Figure 17: Key Facts
- Figure 18: The US Population Size; 2013-2018 (Million)
- Figure 19: The US Per Capita Disposable Income; 2013-Q3 2018 (US\$ Thousand)
- Figure 20: The US Skincare Market Players by Share; 2017 (Percentage, %)
- Figure 21: Procter & Gamble (P&G) Revenue; 2014-2018 (US\$ Billion)
- Figure 22: Estee Lauder Companies Inc. Revenue; 2014-2018 (US\$ Billion)
- Figure 23: Johnson & Johnson Revenue; 2013-2017 (US\$ Billion)
- Figure 24: L'Oreal Revenue; 2013-2017 (US\$ Billion)
- Figure 25: The US Skincare Market Forecast by Value; 2019-2023 (US\$ Billion)
- Figure 26: The US Skincare Market Forecast by Volume; 2019-2023 (Billion Units)
- Figure 27: The US Face Cream Market Forecast by Value; 2019-2023 (US\$ Billion)
- Figure 28: The US Body Lotion Market Forecast by Value; 2019-2023 (US\$ Billion)
- Figure 29: The US Other Skincare Products Market Forecast by Value; 2019-2023 (US\$ Billion)
- Figure 30: The US Organic Skin Care Market by Value; 2014-2025 (US\$ Billion)
- Figure 31: The US Vegan Skin Care Market by Value; 2014-2025 (US\$ Billion)
- Table 1: SIC Classification for Skincare Market
- Table 2: The US Skincare Market by Player Sales and Earning Analysis; 2017/2018

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