

# The Microbiome in Skin Care: Challenges and Opportunities

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## Abstracts

A key driver in the evolution of skin care is the “microbiome”, or the micro-organisms that naturally occur on human skin. As consumers increasingly turn to products that improve long-term health, interest in skin care products that contain prebiotics, probiotics or postbiotics, or are “biome friendly” are exploding in popularity, particularly in Asia Pacific. However, innovation in this space is not without its challenges, and not all products are seeing the same level of success.

Euromonitor International's The Microbiome in Skin Care: Challenges and Opportunities global briefing offers an insight into to the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

**Product coverage:** Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
The Microbiome in Skin Care  
Consumers Driving Demand  
Prebiotics  
Probiotics  
Opportunities for Growth  
Challenges to Growth  
Looking Ahead

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