

DNA-based Skin Care Products Market Size, Share & Trends Analysis Report By Product (Creams, Serums), By Distribution Channel (Online, Offline), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2021 - 2028

<https://marketpublishers.com/r/D510AF5FC139EN.html>

Date: September 2021

Pages: 84

Price: US\$ 3,950.00 (Single User License)

ID: D510AF5FC139EN

Abstracts

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DNA-based Skin Care Products Market Growth & Trends

The global DNA-based skin care products market size is expected to reach USD 9.87 billion by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 6.6% from 2021 to 2028. Consumer awareness of the dangers of using skincare products containing synthetic chemicals is pushing the demand for natural and organic products. Many DNA-based companies have been promoting awareness of DNA-based skincare products through digital and social media campaigns because today's consumers are tech-savvy and want products that are best suited to them.

Everyone's skin is different, so instead of a generic approach from over-the-counter items, consumers need a regimen that is tailored to their own needs. Consumers are now being targeted more directly by skincare specialists, who are prescribing a customized range of products.

The Skin360 Face Scanner app from Neutrogena identifies over two thousand face features in order to recommend goods to users. Quizzes are used by brands like Vitruvi and The Buff to analyze a customer's present conditions and skincare goals based on a guided self-assessment. To determine a client's need for their products, Atolla performs

a pH skin test to analyze moisture levels, oil percentages, UV exposure, and humidity levels. Skintelli's tailored skincare technique includes an epigenetic test that examines the DNA methylation gene. As more people migrate to the internet, it will be vital for businesses to improve the customer experience when purchasing individualized skincare products online, ensuring that the procedure is as personal as the product.

DNA-based Skin Care Products Market Report Highlights

By product, the creams segment dominated the market and accounted for a share of over 50.0% in 2020

The offline distribution channel segment captured the largest share of over 65.0% in 2020. The online channel is expected to witness the highest growth from 2021 to 2028

North America held the largest share of more than 35.0% in 2020. The high willingness of consumers to pay for personalized skincare is positively affecting the market growth in the region

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