

U.S. Menopause Skin Care Market Size, Share & Trends Analysis Report By Product (Face Skin Care, Body Skin Care), By Life Stage (Perimenopause, Menopause, Post-menopause), By Price Tier, By Distribution Channel, And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. Menopause Skin Care market size was estimated at USD 405.1 million in 2025 and is expected to reach USD 874.1 billion by 2033, growing at a CAGR of 10.2% from 2026 to 2033. The market is expanding rapidly, supported by a growing menopausal population with strong purchasing power and an increasing willingness to spend on health and wellness solutions.

As per the data published by Modern Retail in 2024, approximately 75 million women in the U.S. are currently in perimenopause, menopause, or post-menopause, creating a substantial consumer base for targeted products and services. In addition, women aged 45 and above represent one of the most financially stable consumer groups, with higher disposable income and a greater focus on long-term health management. This demographic shift is directly influencing demand for menopause-related products, including skincare, supplements, and wellness solutions, as consumers actively seek products that address hormonal changes and improve quality of life.

Awareness and social acceptance of menopause are also increasing, significantly reshaping consumer behavior. According to the American Medical Women's Association (AMWA) in 2024, nearly 80% of women experience menopause-related symptoms. Yet, a large proportion report feeling under-informed or unsupported, highlighting a growing gap that the market is beginning to address. Increased public

health discussions, medical advocacy, and digital content are helping normalize menopause as a mainstream health topic rather than a niche concern. This shift is encouraging women to proactively seek solutions for symptoms such as skin changes, hormonal imbalances, and overall well-being, leading to higher adoption of menopause-specific products and services.

Consumer demand is increasingly shifting toward targeted skincare and health solutions designed specifically for menopause-related concerns. Women are actively seeking products that address issues such as dryness, loss of elasticity, sensitivity, and hormonal skin changes, rather than relying on general anti-aging products. This has led to increased demand for clinically tested formulations featuring ingredients that support hydration, collagen production, and skin barrier repair. Consumers are also prioritizing simplified routines with multi-functional products, reflecting a preference for effective, condition-specific solutions tailored to menopausal needs.

The U.S. menopause skin care industry is further supported by the expansion of menopause-focused beauty and wellness ecosystems, where brands are developing integrated offerings that combine skincare, telehealth, and personalized treatment solutions. Companies are increasingly launching dedicated menopause platforms to address a wide range of symptoms beyond skincare. In October 2025, Hims & Hers Health, Inc. launched a menopause and perimenopause specialty vertical, expanding its digital health platform to include personalized care solutions and reinforcing its strategy to scale toward USD 1 billion in revenue by 2026. This type of ecosystem approach highlights how the menopause market is evolving beyond standalone products into comprehensive, tech-enabled health and wellness solutions, supporting long-term market growth in the U.S.

U.S. Menopause Skin Care Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. menopause skin care market report based on product, concentration, end user, skin type, and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Face Skin Care

Lotions, Face Creams & Moisturizers

Cleansers & Face Wash

Facial Serums

Sunscreen / Sun Care (Face)

Others (Face)

Body Skin Care

Lotions, Creams & Moisturizers

Body Sunscreen / Sun Care

Body Oil & Serums

Others (Body)

Life stage Outlook (Revenue, USD Million, 2021 - 2033)

Perimenopause

Menopause

Post-menopause

Price Tier Outlook (Revenue, USD Million, 2021 - 2033)

Mass

Mid-Tier

Premium & Luxury

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets & Hypermarkets

Pharmacies & Drugstores

Specialty Beauty Stores

Dermatology & Aesthetic Clinics

Online / E-Commerce

Others

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