

Anti-Acne Serum Market Report by Skin Type (Oily Skin, Normal Skin, Sensitive Skin, Dry Skin, Combination Skin), Ingredients Type (Organic, Natural, Synthetic), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Pharmacy and Drug Stores, Online Stores, and Others), End User (Men, Women), and Region 2023-2028

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Abstracts

The global anti-acne serum market size reached US\$ 1,155 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,724 Million by 2028, exhibiting a growth rate (CAGR) of 6.90% during 2022-2028.

The anti-acne serum is a skincare product prepared with high concentrations of active ingredients used to treat acne and other facial infections. It can be formulated with ingredients, such as retinol, niacinamide, salicylic acid, benzoyl peroxide, vitamin C, azelaic acid, hyaluronic acid, and vitamin E. It absorbs quickly into the skin, soothes sensitive skin, reduces the appearance of fine lines and wrinkles, prevents oxidative damage from ultraviolet (UV) light and pollution, minimizes inflammation, opens clogged pores, and eliminates dirt and impurities.

Anti-Acne Serum Market Trends:

Increasing concerns among individuals about their physical appearance, rising awareness about skin-related issues like acne and the benefits of using anti-acne serum are the major factors bolstering the market growth. In addition, the growing demand for the premium quality anti-acne serum on account of rapid urbanization and

expanding purchasing power of the consumer is driving the market. Apart from this, the emerging trend of online shopping on account of the easy availability, vast catalog, convenience offered, fast shipping facilities with innumerable discounts, cashback, and offers. This, in confluence with the burgeoning e-commerce industry, is contributing to the market growth. Furthermore, product manufacturers operating worldwide are introducing organic, vegan, plant-based, and skin-related novel variants at affordable rates to meet the requirements of the consumer. Moreover, the escalating demand for gifting unique items, such as anti-acne serum with other skin essentials in innovative packaging and boxes, is offering lucrative growth opportunities to market players operating in the industry. Besides this, a considerable reliance on celebrity endorsements, online tutorials, reviews, and social media campaigns by influencers is increasing the overall sales of anti-acne serum.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global anti-acne serum market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on skin type, ingredients type, distribution channel and end user.

Breakup by Skin Type:

- Oily Skin
- Normal Skin
- Sensitive Skin
- Dry Skin
- Combination Skin

Breakup by Ingredients Type:

- Organic
- Natural
- Synthetic

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Pharmacy and Drug Stores
- Online Stores

Others

Supermarkets and hypermarkets dominate the market due to the wider collection and personalized experience and reviews.

Breakup by End User:

Men

Women

Women exhibit a clear dominance in the market.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Europe holds the majority of the global anti-acne serum market share due to increasing concerns among individuals about their physical appearance.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are DERMA E (Topix Pharmaceuticals Inc.), Est?e Lauder Inc, Forest Essentials, Glossier, iS Clinical, Mario Badescu Skin Care, Inc., Murad LLC (Unilever PLC), PCA Skin (Colgate-Palmolive Company), SkinCeuticals, Sunday Riley and Ulta Beauty Inc.

Key Questions Answered in This Report

1. What was the size of the global anti-acne serum market in 2022?
2. What is the expected growth rate of the global anti-acne serum market during 2023-2028?
3. What has been the impact of COVID-19 on the global anti-acne serum market?
4. What are the key factors driving the global anti-acne serum market?
5. What is the breakup of the global anti-acne serum market based on the distribution channel?
6. What is the breakup of the global anti-acne serum market based on the end user?
7. What are the key regions in the global anti-acne serum market?
8. Who are the key players/companies in the global anti-acne serum market?

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