

Anti-Aging Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global anti-aging market size reached US\$ 67.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 98.6 Billion by 2028, exhibiting a growth rate (CAGR) of 6.5% during 2023-2028. The rising awareness about the benefits of various anti-aging products, increasing consciousness among individuals about their physical appearance, and the growing popularity of various non-surgical anti-aging procedures and treatments represent some of the key factors driving the market.

Anti-aging refers to the process of preventing various signs of aging, such as fine lines and wrinkles, from showing up on the skin through various products and services. It helps in reversing the impacts of different biochemical processes, which cause the body to degenerate and affect health, fitness, and the physical appearance of an individual. It offers a comprehensive skincare routine by utilizing various effective products, such as creams, serums, lotions, masks, and facewashes containing retinoids, ascorbic acid, hydroxy acids, peptides, and niacinamide. It assists in reversing the effects of aging and providing a youthful glow to the skin. It offers a wide variety of beauty services and skin therapies that restores skin hydration and stimulates the production of collagen and elastin. Anti-aging is also promoted by laser skin tightening treatments and Botox treatments that tighten the skin and provide a smoother look to the facial skin. Furthermore, it can be achieved by protecting the skin from sun rays and consuming various nutritious foods, such as papayas, blueberries, broccoli, spinach, nuts, avocados, and green tea.

Anti-Aging Market Trends:

At present, the increasing consciousness among individuals about their physical appearance represents one of the major factors influencing the market positively. Besides this, the rising awareness about the benefits of various anti-aging products and

the wide availability of anti-aging skin care products is propelling the market growth. In addition, the growing popularity of various non-surgical anti-aging procedures and treatments, such as photo-rejuvenation, chemical peel, microdermabrasion, and skin tightening, as they provide effective results spontaneously and do not require complex surgeries, is offering a favorable market outlook. Apart from this, the increasing number of e-commerce brands and distribution channels selling anti-aging products containing safe ingredients devoid of harsh chemicals and toxins is strengthening the growth of the market. Additionally, the rising number of anti-aging skincare brands adopting effective marketing strategies, such as social media marketing, to connect with their targeted audience and boost product sales is supporting the market growth. Moreover, the increasing demand for various anti-ageing skin care products due to the rising geriatric population around the world is bolstering the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global anti-aging market report, along with forecasts at the global and country level from 2023-2028. Our report has categorized the market based on demography, industry, product type, and device and technology.

Demography Insights:

Age Group

Gender

Income

The report has provided a detailed breakup and analysis of the anti-aging market based on the demography. This includes age group, gender, and income.

Industry Insights:

Skin Care Industry

Hair Care Industry

Dental Care Industry

A detailed breakup and analysis of the anti-aging market based on the industry has also been provided in the report. This includes skin care industry, hair care industry, and dental care industry. According to the report, skin care industry accounted for the largest market share.

Product Type Insights:

- Anti-Wrinkle Products
- Anti-Wrinkle Cream
- Botulinum Toxin A Injections
- Dermal Fillers
- Anti-Pigmentation Products
- Anti-Pigmentation Creams
- Chemical Peels
- Sunscreen Products
- Hair Care Products
- Hair Color Products
- Anti-Hair fall Products
- Hair Gain Products

A detailed breakup and analysis of the anti-aging market based on the product type has also been provided in the report. This includes anti-wrinkle products (anti-wrinkle cream, botulinum toxin A injections, and dermal fillers); anti-pigmentation products (anti-pigmentation creams and chemical peels); sunscreen products, and hair care products (hair color products, anti-hair fall products, and hair gain products). According to the report, sunscreen products accounted for the largest market share.

Devices and Technology Insights:

- Microdermabrasion Devices
- Aesthetic Energy Devices
- Laser Devices
- Intense Pulsed Light Devices
- Radio Frequency Devices
- Ultrasound Devices

A detailed breakup and analysis of the anti-aging market based on the devices and technology has also been provided in the report. This includes microdermabrasion devices and aesthetic energy devices (laser devices, intense pulsed light devices, radio frequency devices, and ultrasound devices). According to the report, microdermabrasion devices accounted for the largest market share.

Country Insights:

- France
- Germany

Italy
United Kingdom
Russia
Spain
United States
Brazil
Japan
South Korea
China
Thailand
India

The report has also provided a comprehensive analysis of all the major regional markets, which include France, Germany, Italy, the United Kingdom, Russia, Spain, United States, Brazil, Japan, South Korea, China, Thailand, and India. According to the report, France was the largest market for anti-aging. Some of the factors driving the France anti-aging market included its aging population, rising awareness about age-related skin complications, increasing availability of premium quality skin-care products, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global anti-aging market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Allergan, L'Oréal Groupe, Beiersdorf Global, Estee Lauder Inc., Procter & Gamble, Shiseido Co., Ltd., Unilever, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global anti-aging market in 2022?
2. What is the expected growth rate of the global anti-aging market during 2023-2028?
3. What are the key factors driving the global anti-aging market?
4. What has been the impact of COVID-19 on the global anti-aging market?
5. What is the breakup of the global anti-aging market based on the age group?
6. What is the breakup of the global anti-aging market based on the gender?

7. What is the breakup of the global anti-aging market based on income?
8. What is the breakup of the global anti-aging market based on the industry?
9. What is the breakup of the global anti-aging market based on the product type?
10. What is the breakup of the global anti-aging market based on device and technology?
11. What are the key regions in the global anti-aging market?
12. Who are the key players/companies in the global anti-aging market?

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