

# Beauty Drinks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview 2023-2028:

The global beauty drinks market size reached US\$ 1.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.1 Billion by 2028, exhibiting a growth rate (CAGR) of 11.17% during 2023-2028.

Beauty drinks refer to nutraceutical beverages that promote anti-aging, make the skin more radiant and minimize the appearance of acne, scars and pigmentation. These drinks assist in detoxifying the skin as they are formulated using botanical extracts of fruits and vegetables and fortified with essential amino acids, vitamins, minerals and antioxidants. They can also help in tightening the skin and maintaining healthy hair and nails. Beauty drinks generally contain collagen peptides that stimulate natural collagen-producing cells and reduce premature wrinkles.

### Beauty Drinks Market Trends:

The global beauty drinks market is witnessing growth on account of the rising beauty consciousness among individuals. This can be accredited to inflating income levels and the strong influence of social media. Moreover, hectic lifestyles, rising air pollution, unhealthy dietary patterns and the increasing consumption of alcohol have led to premature aging issues among a significant portion of the young population. Apart from this, as the level of natural collagen in the body declines with age, it leads to saggy skin and other skin issues. This, in confluence with the growing willingness among individuals to attain healthy and youthful skin, is further bolstering the market growth. Furthermore, the leading players are focusing on the introduction of gluten- and lactose-free and vegan product variants with no added sugars, preservatives and flavorings to

expand their market reach. Other factors anticipated to provide lucrative opportunities to manufacturers include the rising working population and the growing trend of nutricosmetics.

#### Key Market Segmentation:

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

#### Breakup by Type:

Natural Drinks

Artificial Drinks

#### Breakup by Ingredients:

Collagen Proteins

Vitamins and Minerals

Fruit Extracts

Others

#### Breakup by Function:

Anti-Ageing

Detoxication

Radiance

Vitality

Others

### Breakup by Distribution Channel:

Grocery Retailers

Beauty Specialty Stores

Drug Stores and Pharmacies

Others

### 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

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Asterism Healthcare Plus Inc., DECIEM The Abnormal Beauty Company, Hangzhou Nutrition Biotechnology Co. Ltd., Kino Biotech, Lacka Foods Limited, Sappe Public Company Limited, Shiseido Company Limited, Skinade.com (Bottled Science Ltd.), The Coca-Cola Company and Vital Proteins LLC (Nestlé Health Science).

Key Questions Answered in This Report:

How has the global beauty drinks market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global beauty drinks market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the ingredients?

What is the breakup of the market based on the function?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the market?

What is the structure of the global beauty drinks market and who are the key players?

What is the degree of competition in the market?

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