

# Global Anti-Aging Market Report and Forecast (2019-2024)

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## Abstracts

The global anti-aging market has reached a value of US\$ 50.2 Billion in 2018. The market is further projected to reach a value of US\$ 79.5 Billion by 2024, growing at a CAGR of 7.98% during 2019-2024. Aging is brought about by a cycle of biochemical processes which cause the body to degenerate over a period of time, impacting the health, fitness and physical appearance of the individual. Anti-aging refers to the process of limiting or retarding these changes through various products and services. Nowadays, good physical personality has become a necessity and determines the success of an individual in different areas of life. The growing consciousness among both the young and old consumers regarding their physical appearance has fostered the demand for anti-aging products and devices.

### Global Anti-Aging Market Drivers/Constraints:

The advancements in technology as well as huge investments in research and development activities have led to the introduction of new anti-aging products and treatments, such as plastic surgeries, breast implants, botulinum toxin injection therapies, etc. which offer long-term results.

Strict rules and regulations have encouraged the manufacturers to introduce safer and more efficient anti-aging products which provide quick results to the consumers, in turn, widening the growth prospects of the market.

Although premium anti-aging products have conventionally been distributed through departmental stores, specialty stores have made them more accessible and widely available. These products are now also being sold through online stores, salons, spas, specialist retail shops, and direct response television such as infomercials and home shopping channels.

The high cost of anti-aging products and procedures along with the presence of

counterfeit products containing toxic substances pose a major challenge to the market growth.

Breakup by Demography:

#### Age Group

On the basis of age group, the market has been segmented into the age group of 25-35 years, 35-55 years, and 55 and above. Currently, consumers in the age group of 35-55 years lead the global anti-aging market, holding more than a half of the total global market.

#### Gender

Based on gender, the market has been segregated as males and females. Amongst these, females dominate the market.

#### Income

On the basis of income, high-income group represents the leading segment as consumers in this segment can easily afford anti-aging cosmetic procedures. Other income groups include low- and middle-income.

Breakup by Industry:

Based on industry, the skin-care industry accounts for the largest share since the consumers are focussing more on the appearance of their skin. Skin-care is followed by the hair-care and dental-care industries.

Breakup by Products:

On the basis of products, the report finds that sunscreen products are the most popular segment as they prevent the skin from premature wrinkling and discoloration, and also protect it from the harmful UV rays. Sunscreen products are followed by anti-wrinkle, anti-pigmentation and hair-care products.

Breakup by Device and Technology:

Based on devices and technologies, the market has been divided into microdermabrasion and aesthetic energy devices. Amongst these, microdermabrasion devices are the leading segment, accounting for the majority of the market share.

## Regional Insights:

Country-wise, France has the largest anti-aging market owing to the high standards of living and consumption of premium anti-aging products by the consumers. Other major countries include Germany, Italy, United Kingdom, Russia, Spain, United States, Brazil, Japan, South Korea, China, Thailand and India.

## Competitive Landscape:

The competitive structure of the market has also been examined with some of the key players being:

Allergan

L'Oréal

Beiersdorf

Estee Lauder

Procter & Gamble

Shiseido

Unilever

This report provides a deep insight into the global anti-aging market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the anti-aging industry in any manner.

## Key Questions Answered in This Report:

How has the global anti-aging market performed so far and how will it perform in the coming years?

What are the key regions in the global anti-aging market?

Which are the popular product categories in the global anti-aging market?

What are the key industry segments in the global anti-aging market?

What are the major devices and technologies in the global anti-aging market?

What are the various demography segments in the global anti-aging market?

What is the structure of the global anti-aging market and who are the key players?

What is the degree of competition in the global anti-aging market?

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