

Global Anti-Aging Market Report and Forecast (2022-2027)

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Abstracts

The global anti-aging market size reached US\$ 62.6 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 93.1 Billion by 2027, exhibiting a growth rate (CAGR) of 6.74% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

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 treatments and products, 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.

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 2022-2027. Our report has categorized the market based on demography, industry, product type, and device & technology.

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.

Breakup by Product Type:

On the basis of product type, 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.

Breakup by Device and Technology:

Based on device and technology, 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

1. What was the size of the global anti-aging market in 2021?

2. What is the expected growth rate of the global anti-aging market during 2022-2027?
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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