

Nutricosmetics Market Report by Ingredient (Carotenoids, Omega-3, Vitamins, and Others), Product (Skin Care, Hair Care, Weight Management, and Others), Distribution Channel (Drug Stores/Pharmacies, Supermarkets and Hypermarkets, Specialist Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global nutricosmetics market size reached US\$ 7.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 12.6 Billion by 2032, exhibiting a growth rate (CAGR) of 5.9% during 2024-2032. The rising demand for holistic wellness solutions, scientific advancements in formulation, digital media influence, and the appeal of carotenoids and internal skincare approaches are some of the major factors propelling the market.

Nutricosmetics refers to the consumption of dietary supplements or functional foods that are specifically formulated to enhance skin health and appearance. These products typically contain a blend of vitamins, minerals, antioxidants, and bioactive compounds that are believed to nourish the skin from within, promoting factors such as hydration, collagen production, and ultraviolet (UV) protection. Nutricosmetics aim to complement traditional topical skincare by addressing skin concerns at a deeper level. This sector is witnessing growth due to increasing consumer interest in holistic approaches to beauty and the desire for a well-rounded skincare regimen.

The global nutricosmetics market is experiencing robust growth driven by the escalating demand for holistic wellness and beauty solutions, prompting consumers to seek products that address skincare concerns from within. In addition to this, the growing

awareness of the interplay between nutrition, lifestyle, and skin health has led to increased adoption of nutricosmetic products, creating a positive outlook for market expansion. Moreover, significant advancements in scientific research and formulation technologies, allowing manufacturers to create more effective and targeted nutricosmetics are bolstering consumer confidence in their efficacy, thereby strengthening the market growth. Furthermore, the expanding influence of social media and digital platforms is impelling the market's growth by disseminating information about nutricosmetic benefits to a broader audience. Other factors, such as an expanding aging population and inflating disposable incomes, are presenting lucrative opportunities for the market.

Nutricosmetics Market Trends/Drivers:

Rising demand for holistic wellness and beauty solutions

In recent years, there has been a significant shift in consumer preferences towards holistic approaches to health and beauty. Concurrent with this, consumers are increasingly seeking products that offer multifaceted benefits, addressing both their external appearance and internal well-being. Nutricosmetics aligns with this trend by offering a comprehensive solution that focuses on nourishing the skin from within, thus contributing to the market's growth. Additionally, as individuals become more conscious of the interconnectedness between nutrition, lifestyle, and skin health, the demand for nutricosmetic products has surged, strengthening the market growth.

Advancements in scientific research and formulation technologies

The nutricosmetics industry has benefited from ongoing advancements in scientific research and formulation techniques, presenting remunerative opportunities for market expansion. Moreover, in-depth studies into the effects of various vitamins, minerals, antioxidants, and bioactive compounds on skin health have enabled manufacturers to create more targeted and effective products. This scientific validation enhances the credibility of nutricosmetics and assures consumers of their potential benefits, thereby, propelling the market forward. Apart from this, significant advancements in technology have improved the encapsulation and delivery of key ingredients, ensuring their optimal absorption and utilization within the body, which is contributing to the market's growth.

Influence of digital media and consumer education

The widespread use of social media and digital platforms has played a pivotal role in driving awareness and interest in nutricosmetics, which is acting as another significant

growth-inducing factor. In line with this, social media platforms serve as powerful tools for disseminating information about the benefits of nutricosmetic products to a global audience, influencing the market growth. Furthermore, numerous beauty influencers, skincare experts, and wellness advocates utilize these channels to share their experiences and knowledge, swaying consumer preferences and purchase decisions, thereby aiding in market expansion. Moreover, the accessibility of information fosters a well-informed consumer base that actively seeks out innovative solutions such as nutricosmetics to enhance their skin health.

Nutricosmetics Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global nutricosmetics market report, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on ingredient, product, and distribution channel.

Breakup by Ingredient:

Carotenoids

Omega-3

Vitamins

Others

Carotenoids dominate the market

The report has provided a detailed breakup and analysis of the market based on the ingredient. This includes carotenoids, omega-3, vitamins, and others. According to the report, carotenoids represented the largest segment.

Carotenoids, such as beta-carotene, lycopene, and astaxanthin, are potent antioxidants found in fruits, vegetables, and marine organisms. Their proven ability to neutralize free radicals and protect against oxidative stress is a prime driver of their popularity in nutricosmetics. Besides this, as consumers increasingly prioritize natural and plant-derived ingredients, carotenoids offer a compelling proposition due to their organic origin. Furthermore, their association with skin benefits, such as improved complexion, sun protection, and anti-aging effects, amplifies their appeal in the beauty and wellness sector. Apart from this, scientific studies validating the role of carotenoids in promoting skin vibrancy and resilience are reinforcing consumer confidence in their efficacy. As a result, the demand for nutricosmetics, particularly carotenoids is on the rise, driven by a combination of antioxidant potency, natural sourcing, and demonstrated skincare

advantages.

Breakup by Product:

- Skin Care
- Hair Care
- Weight Management
- Others

Skin care holds the largest share of the market

A detailed breakup and analysis of the market based on the product has also been provided in the report. This includes skin care, hair care, weight management, and others. According to the report, skin care accounted for the largest market share.

The evolving consumer mindset that seeks comprehensive and long-term solutions for skin health is fueling the demand for nutricosmetics in the skincare segment. Unlike traditional skincare that focuses solely on external application, nutricosmetics offer an internal approach to skincare, addressing the root causes of skin concerns. This approach resonates with consumers who are increasingly seeking holistic solutions that go beyond surface-level treatments. Concurrent with this, the rising preference for sustainable and natural products further enhances the appeal of nutricosmetics, as they often incorporate bioactive compounds sourced from plants and marine ingredients. Additionally, busy lifestyles have encouraged consumers to opt for simplified regimens that combine nutrition and skincare in one, propelling the market forward. As scientific research continues to underscore the connection between nutrition, gut health, and skin condition, the demand for nutricosmetics skincare is on a consistent surge.

Breakup by Distribution Channel:

- Drug Stores/Pharmacies
- Supermarkets and Hypermarkets
- Specialist Stores
- Online Stores
- Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes drug stores/pharmacies, supermarkets and hypermarkets, specialist stores, online stores, and others.

Drug stores/pharmacies offer the advantage of professional guidance and credibility, appealing to consumers seeking expert recommendations for their skincare needs, contributing to the increase in sales of nutricosmetics products. Besides this, supermarkets and hypermarkets capitalize on convenience, leveraging their widespread presence to attract consumers seeking an integrated shopping experience, aiding in market expansion. Moreover, specialist stores, cater to niche segments by offering an exclusive range of premium nutricosmetic products, appealing to discerning consumers looking for specialized solutions, thereby supporting the market growth. In addition to this, online stores provide the convenience of doorstep delivery and a wide array of options, catering to tech-savvy consumers who prioritize ease of purchase, positively impacting the market growth. Furthermore, the proliferation of e-commerce platforms combined with evolving consumer preferences, ensuring widespread accessibility is bolstering the market reach of nutricosmetics.

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 exhibits a clear dominance, accounting for the largest nutricosmetics market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

The Europe nutricosmetics market is being propelled by a confluence of factors that reflect evolving consumer preferences and wellness trends. The region's well-established health and beauty consciousness has led consumers to increasingly prioritize holistic approaches to skincare. Nutricosmetics, with their emphasis on internal nourishment and skin health, align with this prevalent consumer mindset. Furthermore, the expanding penetration of premium skincare and wellness products in Europe has fostered a receptive market for nutricosmetics, especially in specialist stores where discerning consumers seek out innovative solutions. In confluence with this, the region's strong regulatory framework and stringent quality standards lend credibility to nutricosmetic products, fostering consumer trust and driving market growth. Additionally, the influence of social media and digital platforms has further elevated awareness, making consumers more receptive to the benefits of nutricosmetics, creating a favorable outlook for market expansion.

Competitive Landscape:

The global nutricosmetics market exhibits a dynamic competitive landscape characterized by the presence of both established players and emerging entrants. Established skincare and wellness companies often leverage their brand recognition, expansive distribution networks, and research capabilities to introduce innovative nutricosmetic offerings. These companies tend to have an advantage in terms of consumer trust and access to scientific resources for product development. Conversely, smaller, specialized brands focus on niche markets, offering unique formulations tailored to specific skin concerns or demographic segments. Additionally, the market has seen collaborations between nutricosmetic brands and healthcare professionals, promoting product credibility. Online platforms play a pivotal role, facilitating direct-to-consumer sales and enabling newer entrants to establish a presence.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Amway
BASF SE
Bayer AG
Beiersdorf (Maxingvest AG)
Blackmores Ltd.
Herbalife Nutrition Ltd.
Otsuka Holdings Co. Ltd.
Pfizer Inc.
Reckitt Benckiser
Suntory Holdings Limited (Kotobuki Realty Co. Ltd.)
Unilever

Recent Developments:

In August 2023, BlueRock Therapeutics and bit.bio collaborated to discover and manufacture iPSC-derived regulatory T cell (Treg) therapies, utilizing bit.bio's machine learning platform and opti-ox precision cell programming technology. BlueRock will have licensing options and responsibility for development and commercialization.

In January 2023, NIVEA introduced a unique cosmetic sunscreen tailored for a young girl named Charlotte with the rare light disease EPP, allowing her short exposure to sunlight and improving her quality of life.

Key Questions Answered in This Report

1. How big is the global nutricosmetics market?
2. What is the expected growth rate of the global nutricosmetics market during 2024-2032?
3. What are the key factors driving the global nutricosmetics market?
4. What has been the impact of COVID-19 on the global nutricosmetics market?
5. What is the breakup of the global nutricosmetics market based on the ingredient?
6. What is the breakup of the global nutricosmetics market based on the product?
7. What are the key regions in the global nutricosmetics market?
8. Who are the key players/companies in the global nutricosmetics market?

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