

# US Skincare Industry 2013-2018: Trend, Forecast, and Opportunity Analysis, November 2013

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## Abstracts

The US skincare industry is expected to experience moderate growth and reach an estimated \$12.2 billion by 2018. The major driver of skincare industry is the rising concern and demand for natural and organic skincare products. Growing concern for health and safety, consumer awareness about synthetic chemicals, and rising green consciousness drove the demand for organic and natural skin care products. Another key driver of skincare industry is increased demand of anti-aging products. This market is benefited by high disposable income of baby boomers group.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the US skincare industry and presents its findings in "US Skincare Industry 2013-2018: Trend, Forecast, and Opportunity Analysis". Skincare manufacturers recognized that valuable opportunities exist in the skincare industry. Skincare product manufacturers are continuously adopting new strategies to gain market share in this industry. One of the key take-away from the data is the sales opportunities in multifunctional skincare products.

Lucintel Market Research Report analysts advise that the biggest challenge the industry faces is to provide good quality products at low-cost. Consumers have become price conscious, but at the same time do not want to compromise on quality. Hence it is crucial for the manufacturers to maintain a balance between price and quality. Continuous innovation has also become a challenge for the players in the industry. Regular innovation of products is very important for companies to sustain their successful position in the market.

The study also highlights key drivers of growth in the industry. Consumers use skincare products for long-term application effect, safety concerns and even eco-friendliness,

which will certainly be a major skincare trend in the future. Consumers with high incomes are increasingly buying premium products, responding to the improving economy and product innovations from premium skincare manufacturers.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

### **Features of This Report:**

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of ?US Skin Care Industry 2013-2018: Trends, Forecast, and Opportunity Analysis include:

- Analysis of competitive intensity of the industry based on Porter's Five Forces model which helps to understand the competitive position of industry players

- US Skin Care market intelligence with special emphasis on facial care, body and hand care, depilatories, and sun care markets

- Skin Care Market Size trend (2007-2012) and forecast (2013-2018) with demographic factor analysis are useful to make major investment decisions in region

- Profitability and Cost Structure Trend Analysis (2007-2012) of US Skin Care market provides the clear picture of market to the investor

- Competitive Landscape, emerging trend, market drivers and growth opportunity analysis provided helps to ascertain a sound investment decision

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