

Anti-Acne Serum Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Skin Type (Oily Skin, Normal Skin, Sensitive Skin, Dry Skin, Combination Skin), By Ingredients (Organic, Natural, Synthetic), By End-User (Men, Women), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Pharmacy & Drug Stores, Online, and Others (Direct Sales)), By Region, By Company

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Abstracts

The global anti-acne serum market is anticipated to grow during the forecast period owing to the rising usage of social media platforms and increasing consumer spending on physical appearance & beauty.

An anti-acne serum skincare product is made with concentrated amounts of active substances and is used to treat face infections such as acne. Retinol, niacinamide, salicylic acid, benzoyl peroxide, vitamin C, azelaic acid, hyaluronic acid, and vitamin E are some substances used to create it. It immediately absorbs into the skin, calms sensitive skin, diminishes fine lines and wrinkles, protects against oxidative damage from ultraviolet (UV) radiation and pollution, lowers inflammation, unclogs clogged pores, and removes debris and pollutants.

The anti-acne serum is a gel-like clearing and exfoliating product that creates a clear, healthy complexion and rapidly absorbs extra oil, dirt, and pollutants deep inside the pores... The increased consumption of cosmetics by both men and women, particularly in emerging nations, and the severe social stigma associated with acne are vital factors

predicted to propel market expansion.

Specific skincare issues, such as acne, are addressed through the formulation of facial serums. After cleaning and toning the skin, one might apply a face serum before moisturizing. Concentrated active components that are recognized to treat acne are typically found in facial serums.

Rising Number of Psychological Problems Boosts the Market Demand

Anxiety, sadness, low self-esteem, poor quality of life, and loneliness are common among acne patients. This might be ascribed to a person's psychological and emotional links with their look. According to a study published in the *International Journal of Women's Dermatology*, reduced self-esteem and increased humiliation were seen in roughly 64% and about 89% of women with moderate and severe acne, respectively. It is projected that individuals with these psychological problems may turn to cosmetic treatments to enhance their appearance, leading to market expansion. The growing use of social media and photo-editing apps indirectly contributes to these psychological impacts. Therefore, the rising number of psychological problems among the younger generation drives the market for anti-acne serums globally during the forecast period.

Increasing Number of Product Launches to Fuel the Market Growth

Companies are introducing new products to draw customers, which are expected to boost demand and propel the expansion of the anti-acne serum market internationally. For instance, a new acne treatment product from La Roche-Posay, Effaclar Salicylic Acid Acne Treatment Serum, also has anti-aging properties. The business collaborates with specialists from all around the world to develop treatments for various skin types. Its formula, which combines 1.5% salicylic acid with glycolic acid, lipo-hydroxy acid, and niacinamide, clears acne lesions while assisting in preventing fresh outbreaks. Also, three new serums have been added to Trycône's line of premium skin care products, one of India's beauty and personal care companies. Niacinamide, Hyaluronic Acid, Salicylic Acid, and other scientific compounds are combined with natural ingredients such as mulberry extracts, lavender oil, turmeric, and others in these products. Hence, increasing the number of products launched by the companies for the satisfaction of the consumers is expected to fuel product demand and growth globally during the forecast period.

Growing Number of Skin-Related Problems Among Younger Generation Aids the Market Demand

Consumers are well informed on the cost, benefits, and drawbacks of items, which enables them to make wise purchasing decisions. Skincare product producers have seen a rise in revenue despite the COVID-19 pandemic's harmful effects on many businesses. Due to the frequent use of face masks, skin irritation, such as acne, rose throughout the COVID-19 period. Customers rely on skin care products to maintain their skin's moisture levels. According to the American Academy of Dermatology Association, up to 50 million Americans have acne each year, making it the most prevalent skin ailment in the country. Many teenagers and young adults suffer from acne, which often starts during puberty. Between 12 and 24, 85% of individuals have at least mild acne. Therefore, the rising skin-related issues among the younger generation aid the global demand and growth of the anti-acne serum market during the forecast period.

Market Segmentation

The global anti-acne serum market is segmented into skin type, ingredients, end-user, distribution channel, and region. Based on the skin type, the market is further split into oily, normal, sensitive, dry, and combination skin. Based on the ingredients, the market is segmented into organic, natural, and synthetic. Based on end-user, the market is segmented into men and women. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, specialty stores, pharmacy & drug stores, online stores, and others (direct sales). The market is also segmented on the basis of region.

Company Profile

Stearn's Products Inc dba Derma E, The Est?e Lauder Companies, Forest Essentials, Glossier, Inc., Mario Badescu Skin Care, Inc., Murad, LLC, Colgate-Palmolive Company (PCA Skin), L'Or?al USA, Inc. (SkinCeuticals), Sunday Riley Modern Skincare, LLC, and Watlea Enterprises DBA GLOWBIOTICS are the major players in the global anti-acne serum market.

Report Scope:

In this report, the global anti-acne serum market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Anti-Acne Serum Market, By Skin Type:

Oily Skin

Normal Skin

Sensitive Skin

Dry Skin

Combination Skin

Anti-Acne Serum Market, By Ingredients:

Organic

Natural

Synthetic

Anti-Acne Serum Market, By End-User:

Men

Women

Anti-Acne Serum Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Pharmacy & Drug Stores

Online

Others

Anti-Acne Serum Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global anti-acne serum market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

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