

Anti-Stretch Mark Products Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Creams, Body Butter, Lotions, Serum, and Massage Oil), By Price Category (Mass and Premium), By Distribution Channel (Hypermarkets/Supermarkets, Pharmacy/Drug Stores, Specialty Stores, Online and Others) By Region, Competition

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Abstracts

Global Anti-Stretch Mark Products Market size is anticipated to project robust growth in the forecast period. The market is being driven by various factors such as rising healthcare awareness, fluctuation in weight due to increasing obesity rate, rising incidences of skin related allergies, and rising demand from pregnant women.

Global Anti-Stretch Mark Products Market Scope

Anti-Stretch mark products are effective formulations that help in reducing the appearance of scars and marks. These formulations, both organic and inorganic, can be applied directly to the skin. They additionally nourish & hydrate the skin and help in increasing collagen synthesis and elasticity of the skin. These products are formulated to reduce the appearance of scars and marks on the abdomen, breasts, hips, and other parts of the body and are referred to as anti-stretch mark products. The anti-stretch mark products are filled with nourishing elements, antioxidants, vitamin E, and other organic compounds that help the skin regain its firmness and elasticity. They increase collagen synthesis and relieve itchiness in the skin.

Earlier Anti-Stretch marks products were available in the form of creams and lotions but with increasing demand from customers, the products are manufactured in various forms such as body butter, serum, and massage oil. Stretch marks, also known as striae, can appear on the skin in both men and women at any age. Atrophic linear scars called Striae Gravidarum (SG) are among the connective tissue changes that occur mostly during pregnancy. The Anti-Stretch marks products are used to reduce the formation of striae gravidarum.

Global Anti-Stretch Mark Products Market Overview

The market for anti-stretch mark products is expected to expand as customers are becoming more conscious about their appearance and are paying attention to the quality of products they use. Women are more concerned about appearance of stretch marks due to fluctuation in weight during pregnancy. According to Cosmetics & Toiletries, 86% of Americans develop stretch marks during puberty, and another study found that one in two women get stretch marks during pregnancy. The need for anti-stretch mark products is being fueled by the growing focus on premium personal care and beauty goods. Customers are investing more time and money into improving their internal and external beauty by using skin care products, such as anti-stretch mark products, moisturizing products, and sunscreen products.

Furthermore, rising demand of natural and organic ingredients in skin care products is fueling market growth. Manufacturers are spending money on research and innovation to enhance the texture, composition, and quality of skincare products, which is promoting market expansion of anti-stretch mark products.

Global Anti-Stretch Mark Products Market Drivers

The most prominent factors for formation of stretch marks are younger age, genetical inheritance, and increased pre and post pregnancy weight. For many women, stretch marks can lead to emotional and psychological distress. Self-confidence problems may arise from the skin related issues.. For instance, 71% of French women claim to be concerned about the appearance of stretch marks. The problems with self-image and anxiety may occur among consumers and thus, demand for anti-stretch marks products will grow at a faster rate. Furthermore, anti-stretch marks products are less expensive as compared to scar treatment surgeries. Thus, dermatologist usually recommend Anti-Stretch mark products for scar treatment during pregnancy.

The prevalence of unhealthy lifestyles and the rising rate of obesity are key factors

propelling the growth of the market in the forecasted period. Several factors such as diet, physical activity levels, and genetics, can contribute to the growth of obesity rate. The rising consumption of fast food could directly result in increased weight and health issues. According to a study, adult obesity rates in the United States were estimated to be 42.4% in 2020. According to the Centers for Disease Control and Prevention (CDC)'s recent statistics from 2021, more than 7 in 10 American individuals aged 20 and older are either overweight or obese. Thus, increased consumption of calorie-laden fast food could result in stretching of skin, which would lead to rising demand for anti-stretch mark products.

Global Anti-Stretch Mark Products Market Trends

The demand for organic and natural stretch marks products is being fueled by the increased rates of skin-related allergies and skin related issues along with excessive use of chemical-based skin care products. Companies are launching various products to remain competitive in the market. For instance, In 2021, Bio-Oil launched a natural version of Bio-Oil Skincare Oil (Natural) which helps in hydrating skin and reducing the appearance of scars and stretch marks. The natural oil is made without preservatives, parabens, fragrance, phthalates, phytoestrogens, or steroids. Thus, organic and natural products are convenient and safe for people with allergies and sensitive skin. Thus, these factors play an important role in fueling the demand for Anti-Stretch marks products in the forecasted period.

Global Anti-Stretch Mark Products Market Challenges

The increasing risk of adverse effects associated with anti-stretch mark products among consumers with sensitive skin can be a challenge for companies manufacturing these products. Anti-Stretch mark products contain components that can trigger allergic reactions among some people. For instance, Tretinoin, often known by the brand name Retin-A, can have adverse effects like peeling and redness and is not recommended for use of women who are pregnant or nursing. To avoid such situations, skin care products are often provided with patch tests to reduce the risk of allergic reactions. Thus, strict policy and regulations are implemented to regulate the use of harmful chemicals in skincare products which could be a challenge for the market of Anti-Stretch mark products.

Market Opportunities

Several well-established companies and numerous startups make up the market's

major players. Manufacturers in the industry are increasing their focus towards various factors such as marketing campaigns, packaging, labelling, and product innovation as these are significant factors in building up the image of the company and in promoting the brand awareness of the company. For instance, In 2020, The Himalaya Drug Company, one of India's premier wellness brands, expanded the portfolio of Himalaya mother care category. Himalaya Stretch Mark Oil & Cream, a two-step skincare routine, has been launched to help moms reduce the appearance of stretch marks during and after pregnancy. Thus, key market opportunities include emphasizing on the global growth of reach through mergers and acquisitions, celebrity collaborations, and product launches.

Company Profiles

Clarins Group, E.T. Browne Drug Co., Inc., Basq Skin Care, Inc., Weleda, Inc., Dermaclara, LLC, Mama Mio Ltd, L'Oréal S.A., Luxor Investments LLC (First Botany Cosmeceuticals), Honasa Consumer Ltd., and Himalaya Global Holdings Ltd. are among the major market players in the global platform that lead the market growth of the global Anti-Stretch Mark Products Market.

Market Segmentation

The anti-stretch mark products market is segmented based on product type, price category, distribution channel and region. Based on product type, the market is segmented into creams, body butter, lotions, serum, and massage oil. Based on price category, the market is bifurcated into mass and premium. Based on distribution channel, the market is segmented into hypermarkets/supermarkets, pharmacy/drug stores, specialty stores, online and others. Based on region, the market is segmented into Asia-Pacific, North America, Europe, Middle East & Africa, and South America.

Report Scope:

In this report, the global Anti-Stretch Mark Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Anti-Stretch Mark Products Market, By Product Type:

Creams

Body Butter

Lotions

Serum

Massage Oil

Global Anti-Stretch Mark Products Market, By Price Category:

Mass

Premium

Global Anti-Stretch Mark Products Market, By Distribution Channel:

Hypermarkets/Supermarkets

Pharmacy/Drug Stores

Specialty Stores

Online

Others

Global Anti-Stretch Mark Products Market, By Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Anti-Stretch Mark Products 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:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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(Note: The companies list can be customized based on the client requirements.)

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