

Skin Care Supplements Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Oral Supplements, Topical Supplements), By Content Type (Organic, Chemical), By Formulation (Tablets & Capsules, Powder, Liquid, Others), By Application (Skin Aging, Skin Hydration, Acne & Blemishes, Skin Brightening, Others), By region and Competition, 2020-2030F

<https://marketpublishers.com/r/S9CEB471DD50EN.html>

Date: January 2025

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: S9CEB471DD50EN

Abstracts

Global Skin Care Supplements Market has valued at USD 3.24 Billion in 2024 and is anticipated to witness an impressive growth in the forecast period with a CAGR of 6.82% through 2030. Skin care supplements, also known as beauty or skincare supplements, are dietary products designed to enhance the health and appearance of the skin from the inside out. Typically consumed in the form of capsules, tablets, powders, or gummies, these supplements contain a combination of vitamins, minerals, antioxidants, botanical extracts, and other bioactive compounds, each offering specific benefits for skin health. Common ingredients include vitamins such as A, C, and E; minerals like zinc and selenium; antioxidants including coenzyme Q10 and resveratrol; amino acids, collagen, hyaluronic acid, and various herbal extracts. These formulations aim to address a range of skin concerns, such as aging, hydration, acne, sun protection, and skin elasticity, with some supplements specifically targeting issues like wrinkle reduction or promoting an even skin tone.

The growing consumer interest in skin care supplements has been driven by the development of innovative, scientifically supported ingredients such as collagen peptides, hyaluronic acid, and antioxidants. Additionally, the rise of e-commerce and

direct-to-consumer (DTC) sales channels has facilitated easier access to a diverse array of skin care supplements, contributing to significant market growth. With increasing exposure to environmental stressors such as pollution, consumers are increasingly seeking supplements that offer protection against skin damage and the effects of aging. Effective marketing strategies, including endorsements from celebrities and social media influencers, have significantly bolstered the visibility and adoption of skin care supplements. Moreover, the growing demand for personalized skin care solutions—tailored to address individual skin concerns—has become a key factor driving consumer engagement and market expansion.

Key Market Drivers

Rising Pollution and Environmental Stressors

Environmental pollutants, such as air pollution and UV radiation, can damage the skin by causing oxidative stress and accelerating the aging process. Pollution is the leading environmental contributor to disease and premature death, responsible for over 9 million early fatalities, with the majority resulting from air pollution. This figure far surpasses the combined death toll from AIDS, tuberculosis, and malaria. Global health crises, such as the COVID-19 pandemic, highlight the critical relationship between environmental factors and public health, underscoring the importance of addressing these connections in a systematic and comprehensive manner. Skin care supplements containing antioxidants, vitamins, and minerals are sought after to protect the skin from these harmful effects. Pollution and environmental stressors are known to contribute to premature aging of the skin, resulting in wrinkles, fine lines, and loss of elasticity. Many consumers turn to skin care supplements that contain ingredients like collagen, hyaluronic acid, and antioxidants to combat these signs of aging. Skin care supplements may contain ingredients that support the skin's natural repair processes. This can be especially beneficial when the skin is exposed to environmental factors that cause damage. Environmental stressors, including dry or polluted air, can lead to skin dehydration. Supplements with ingredients like hyaluronic acid and ceramides are often sought after to maintain skin hydration.

Environmental stressors can weaken the skin's natural barrier function. Some supplements include components that help strengthen this barrier, making it more resilient against external threats. Reports on the impact of ozone depletion have highlighted an increase in skin cancer cases in several countries, linked to the shifting of the Antarctic 'ozone hole.' Additionally, there has been a noted decrease in the age of skin cancer onset. For each 1% reduction in ozone levels, UVB radiation increases by

2%, which in turn is projected to lead to a 2% rise in skin cancer incidence. As people become more aware of the damaging effects of environmental stressors on the skin, they may take preventive measures by incorporating skin care supplements into their daily routines. The concept of holistic skin care has gained momentum, emphasizing the importance of addressing internal factors, such as nutrition, alongside external skincare. Skin care supplements are seen to support overall skin health from within. Many consumers are looking for long-term solutions to maintain healthy and youthful skin. Skin care supplements can be a part of their strategy to counteract the impact of pollution and environmental stressors over time. The ability to choose skin care supplements tailored to individual needs allows consumers to address specific concerns arising from environmental stressors. This factor will help in the development of the Global Skin Care Supplements Market.

Increasing Marketing and Branding

Marketing campaigns and branding efforts create awareness among consumers about the existence and benefits of skin care supplements. Many consumers may not have considered these products without marketing exposure. Well-executed marketing strategies increase the visibility of skin care supplements, making them more accessible and top-of-mind for potential customers. Many skincare supplement brands collaborate with influencers, beauty experts, and celebrities who promote the products through social media and other channels. These endorsements can significantly impact consumer choices. Brands often provide educational content through their marketing efforts, explaining the role of different ingredients in skin health and addressing common skincare concerns. This information helps consumers make informed decisions. Marketing materials often showcase before-and-after results of using skin care supplements, illustrating the potential benefits, and encouraging consumers to try the products. In 2024, the United States is projected to lead the global advertising market with an estimated expenditure of USD422.3 billion. China is expected to rank second, with forecasted ad spending exceeding USD231 billion. The United Kingdom and Japan are also among the top four, with ad revenues estimated at approximately USD58 billion and USD56 billion, respectively.

Some brands use marketing strategies that offer personalized recommendations based on a consumer's skin type, age, and concerns. This tailored approach can increase consumer engagement. Positive user reviews and testimonials featured in marketing materials can build trust and influence potential customers. Special promotions, discounts, and bundling offers can incentivize consumers to try skin care supplements. Brands often use their marketing efforts to highlight quality control measures,

certifications, and compliance with regulatory standards, instilling confidence in the safety and efficacy of their products. Many skincare supplement brands actively engage with their audience on social media platforms, fostering a sense of community and encouraging user-generated content, which can further promote the products.

Effective branding distinguishes a product from its competitors, emphasizing unique selling points, such as innovative ingredients or advanced formulations. Strong branding can build trust and credibility with consumers, making them more likely to choose products from recognized and reputable brands. Brands with a presence across various sales channels, including e-commerce, physical stores, and direct-to-consumer platforms, can reach a broader audience. Brands that align with sustainability and ethical practices in their marketing appeal to environmentally conscious consumers. Some skincare supplement brands successfully expand their reach to international markets through effective marketing and branding strategies. This factor will pace up the demand of the Global Skin Care Supplements Market.

Rising E-commerce and Direct-to-Consumer (DTC) Sales

E-commerce and DTC sales offer a convenient shopping experience, allowing consumers to browse, compare, and purchase skin care supplements from the comfort of their homes or on-the-go through digital platforms. Online marketplaces and brand websites provide access to a vast array of skin care supplements, offering consumers a wide selection of products to choose from. E-commerce platforms typically provide detailed product descriptions, ingredient lists, user reviews, and educational content, helping consumers make informed decisions about which skin care supplements to purchase. Shoppers can read user ratings and reviews on e-commerce websites, which offer insights into the effectiveness and satisfaction of other customers with specific supplements. Over 33% of the global population, equating to 2.71 billion individuals, are now making online purchases through dedicated eCommerce platforms or social media stores. In China, eCommerce sales surged to 7.1 trillion yuan (\$996 billion) in the first half of 2024, marking a 9.8% increase compared to the previous year. Of this total, retail sales of goods reached 5.96 trillion yuan, reflecting an 8.8% growth. Meanwhile, Belgium experienced a 5% increase in online turnover and transactions during the same period, with nearly 89% of Belgians shopping online, a 3% rise from 2023.

DTC sales allow brands to directly engage with their customers, offering support, answering questions, and building a sense of community around their products. Many skin care supplement brands offer subscription services through e-commerce channels, making it easier for customers to receive their supplements regularly and ensuring they

don't run out. Some DTC brands provide personalized recommendations based on customers' specific skin types and concerns, tailoring their offerings to individual needs. Brands often run exclusive promotions and discounts on their websites or through e-commerce platforms, providing added incentives for consumers to make a purchase. E-commerce and DTC brands often emphasize transparency about their products' ingredients, sourcing, and manufacturing processes, which can build trust among consumers. E-commerce allows skin care supplement brands to reach a global audience, expanding their customer base beyond local markets.

Online shopping platforms typically store customer information, making it easy for consumers to reorder their favorite supplements when needed. E-commerce eliminates geographical barriers, making it possible for consumers to access specific brands and products that may not be available in their local stores. Shopping online saves time compared to visiting physical stores, as consumers don't need to commute, search through physical shelves, or wait in lines. E-commerce platforms prioritize secure payment and data protection measures, ensuring that customer transactions are safe. E-commerce channels often provide educational resources, such as blogs, articles, and video content, to help consumers better understand their skin care needs and which supplements can address them. This factor will accelerate the demand of the Global Skin Care Supplements Market.

Key Market Challenges

Misleading Claims

Misleading claims can lead to consumer confusion and misinformation. When consumers are exposed to false or exaggerated claims, they may make purchasing decisions based on inaccurate information, potentially leading to dissatisfaction with the product's actual performance. If a skin care supplement makes false claims about its safety or efficacy, consumers might use it without understanding potential risks or side effects. This can have adverse effects on their health and well-being. The prevalence of misleading claims can erode trust in the skin care supplement industry. When consumers encounter products that don't deliver on their promises, they may become skeptical of the entire industry, making it challenging for reputable brands to gain trust. Misleading claims can lead to regulatory scrutiny and potential legal actions by government authorities. Regulatory agencies may act against companies that make deceptive claims, resulting in fines or product recalls. Brands that make honest and accurate claims may face a competitive disadvantage when competing with companies that use misleading marketing tactics to attract consumers. When consumers believe a

skin care supplement will deliver specific results, they may forgo other skincare practices or medical treatments. If the product does not work as claimed, consumers may miss out on better alternatives for their skin health. Brands that engage in misleading marketing may damage their reputation in the long term. Negative publicity or lawsuits can harm a company's image and credibility.

Competition and Saturation

The skin care supplements market is highly competitive, with numerous brands vying for consumers' attention. This competitive landscape can make it challenging for new or smaller companies to establish a foothold and for existing brands to maintain market share. Intense competition can lead to price wars, where companies lower their prices to attract cost-conscious consumers. While this can benefit consumers in the short term, it can negatively impact profit margins and the ability to invest in research and development for quality products. The market has seen a proliferation of skin care supplement products, which can overwhelm consumers with choices. This product saturation can make it difficult for consumers to navigate and choose the most suitable product for their needs. With so many products on the market, consumers may become confused by the vast array of options, claims, and ingredient lists. This can lead to choose paralysis and hinder informed decision-making. Brands must find ways to differentiate themselves from competitors, which can be challenging in a crowded market. This may require innovative formulations, unique ingredients, or distinctive marketing strategies. Brands may resort to aggressive marketing tactics to stand out, which can lead to marketing overload and potentially misleading claims. This, in turn, can create consumer skepticism and regulatory scrutiny.

Key Market Trends

Natural and Clean Ingredients

Consumers are showing a growing preference for skin care supplements that contain natural and clean ingredients, which are often perceived as less likely to cause adverse reactions or irritations. Products with simpler, cleaner ingredient lists are becoming more popular. Brands are moving away from complex formulations with numerous synthetic compounds and focusing on a few keys, natural ingredients. Skin care supplements incorporate organic and plant-based ingredients like botanical extracts, herbal remedies, and adaptogens. These are believed to be gentler and more harmonious with the body. Products that are free from harmful additives such as parabens, sulfates, phthalates, and synthetic fragrances are preferred by consumers

who want to minimize exposure to potentially harmful substances. Brands are adopting transparent and clear product labeling, providing consumers with easily understandable information about the ingredients used. Clean labeling enhances trust and product credibility. Natural sources of vitamins and antioxidants, such as fruits, vegetables, and superfoods, are being incorporated into skin care supplements for their potential skin benefits. Brands are increasingly focusing on sourcing natural ingredients sustainably and ethically, taking steps to minimize their environmental footprint and support fair trade practices. Skin care supplement brands are aligning with the non-GMO and gluten-free movement to cater to consumers with dietary preferences and restrictions.

Segmental Insights

Product Type Insights

In 2024, the Global Skin Care Supplements Market largest share was held by Oral supplementation segment and is predicted to continue expanding over the coming years. Oral supplements are convenient and easy to incorporate into one's daily routine. They typically come in the form of capsules, tablets, or gummies, making them user-friendly. Oral supplements are designed to be easily absorbed by the body, allowing the active ingredients to reach the skin through the bloodstream. This can enhance their effectiveness in promoting skin health. Oral supplements can provide a comprehensive range of nutrients that support skin health. This may include vitamins, minerals, antioxidants, and other essential components that contribute to skin maintenance and repair. Many oral supplements undergo rigorous scientific research and formulation to ensure their efficacy in addressing various skin concerns, such as aging, dryness, and UV damage. The oral supplementation segment often offers targeted solutions for specific skin issues, such as collagen supplements for skin elasticity, vitamins for skin radiance, and antioxidants for skin protection.

Content Type Insights

In 2024, the Global Skin Care Supplements Market largest share was held by Chemical supplementation segment and is predicted to continue expanding over the coming years. Chemical ingredients are often used in skin care supplements because they can be formulated to provide specific and targeted results. These ingredients can address concerns like wrinkles, fine lines, hyperpigmentation, and acne effectively. Chemical-based supplements often leverage scientific research and formulation to create products with proven benefits. This scientific backing can instill confidence in consumers. Some chemical-based supplements may offer quicker results compared to

natural or herbal alternatives. Consumers seeking immediate improvements in their skin may opt for such products. Chemical ingredients can contribute to the stability and longer shelf life of skin care supplements, ensuring that the products remain effective over time.

Regional Insights

The North America region dominated the Global Skin Care Supplements Market in 2024. North America, particularly the United States and Canada, has a relatively high average disposable income. This means that consumers in the region have the financial capacity to spend on premium beauty and wellness products, including skin care supplements. North American consumers have a strong focus on health and beauty. The desire for youthful and healthy skin, along with the understanding of the role of nutrition in skincare, drives the demand for skin care supplements. Many well-established pharmaceutical and nutraceutical companies are headquartered in North America. These companies invest heavily in research and development, leading to the creation of innovative skin care supplement products. North America has a well-developed retail infrastructure and a thriving e-commerce sector. Consumers have easy access to a wide range of skin care supplements through both physical stores and online platforms. The region has a strong influence of social media, beauty influencers, and celebrities who often endorse or promote various beauty and wellness products, including skin care supplements. This significantly impacts consumer choices.

Key Market Players

Amway Corp.

HUM Nutrition, Inc.

Nestle S.A

Meiji Holdings Co., Ltd.

Plix The Plant Fix

Unilever (Murad LLC)

Johnson & Johnson Services, Inc.

Perricone MD

TCH Group LLC.

Vitabiotics Ltd.

Report Scope:

In this report, the Global Skin Care Supplements Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Skin Care Supplements Market, By Product Type:

Oral Supplements

Topical Supplements

Skin Care Supplements Market, By Content Type:

Organic

Chemical

Skin Care Supplements Market, By Formulation:

Tablets & Capsules

Powder

Liquid

Others

Skin Care Supplements Market, By Application:

Skin Aging

Skin Hydration

Acne & Blemishes

Skin Brightening

Others

Skin Care Supplements Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Skin Care Supplements Market.

Available Customizations:

Global Skin Care Supplements Market report 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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