

Beauty Nutrition: U.S. Market Brief

Base Year: 2020

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1st edition



Regional Coverage:

With the pandemic continuing, beauty nutrition has gained momentum as consumers explore new areas of beauty centered around improving health and wellness. Companies, both in the beauty and wellness realms, are presenting consumers with a multitude of options such as drinks, powders, and capsules designed to nourish skin, hair, and nails from the inside out.

- United States

SCOPE

- Ingestible products marketed as having the ability to improve the health of skin, hair, and nails
- Products primarily including elixirs, pills, and powders
- Report does not include products that aid in sleep, digestion, or relaxation

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- Sales By Key Area of Benefit: Hair, Skin, and Nails
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Brand Snapshots

For each brand listed in Table 1, the following is provided:

- Brand Overview
- Product Portfolio and New Product Launches
- Promotional Activities
- Pricing and Distribution Strategy

TABLE 1. BRANDS PROFILED

Ancient Nutrition	Nutrafol
Evolution_18	OLLY
Garden of Life	SugarBearHair
HUM Nutrition	The Bountiful Company
Moon Juice	Vitafusion
Nature Made	Vital Proteins
Nature's Truth	Viviscal
NeoCell	



REPORT BENEFITS

This report serves as an excellent resource for manufacturers and marketers engaged in the beauty and wellness markets. Specifically, it assists subscribers by providing:

Profiles of potential acquisition prospects

An understanding of market growth and size of opportunity

A perspective of leading and emerging players

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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