

# Beauty Nutrition: U.S. Market Brief

**Base Year: 2023**

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**2nd edition**

**Regional Coverage:**

Beauty nutrition has recently seen rapid growth as consumers explore new areas of beauty centered at improving health and wellness. Companies in both the beauty and supplement industries offer a multitude of options such as drinks, powders, and capsules designed to nourish the skin, hair, and nails from the inside out.

- United States

## SCOPE

- › This analysis includes ingestible products marketed to improve the health of the skin, hair, and nails.
- › Product forms include tablets, caplets, capsules, drops, gummies, powders, and elixirs.
- › The report does not include products that aid in sleep, digestion, or relaxation.
- › Excluded from the scope are at-home devices or professional services that improve the appearance of the hair, skin, and/or nails.
- › Channels of distribution include:
  - › E-commerce
  - › Drug stores and pharmacies
  - › Food stores
  - › Mass merchandisers
  - › Health food stores
  - › Specialty beauty stores
  - › Apparel stores
  - › Department stores
  - › Medical care providers' offices, such as dermatologists, plastic surgeons, and other doctors' offices
  - › Salons/Spas

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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	NeoCell
Better Not Younger	Nutrafol
Evolution_18	OLLY
Garden of Life	Prose
Golde	Rae
Hairtamin	SugarBearHair
HUM Nutrition	The Bountiful Company
Love Wellness	Vitafusion
Moon Juice	Vital Proteins
Nature Made	Viviscal
Nature's Truth	



## REPORT BENEFITS

This report serves as an excellent resource for manufacturers and marketers engaged in the beauty and supplement markets. Beauty nutrition brands have been significantly impacted by influencers and digital endorsements. This report now features consumer sentiment analysis to help subscribers stay abreast with competitive perceptions. Specifically, it assists subscribers by providing:

Profiles of potential acquisition prospects

An understanding of market growth and size, as well as 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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