

Beauty Nutrition: U.S. Market Brief

Base Year: 2022

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2nd edition

Regional Coverage:

Beauty nutrition has recently seen rapid growth, as consumers explore new areas of beauty centered around 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 skin, hair, and nails from the inside out.

• United States

SCOPE

- › This analysis includes ingestible products marketed to improve the health of 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 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

Now featuring social listening and consumer sentiment insights

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Brand Snapshots

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

- Brand Overview
- **NEW: Consumer sentiment and social listening**
- 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 social listening and 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 of the opportunity
- A perspective of leading and emerging players

METHODOLOGY

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Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86 21 6079 0805

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277