

Medical Dispensed Skin Care: U.S. Mid-Year 2024 Update

Base Year: H1 2024

**To be Published:
Q3 2024**

1st Edition

A top-line mid-year update of data and insights on the medical care providers' channel focusing on channel size and growth, new product launches, and the competitive landscape. Our analysis will examine the demand for consumable topical skin care products sold through and used in doctors' offices.

SCOPE

The report addresses:

- › Size and growth of the medical-dispensed skin care market
- › Market drivers and trends
- › Eye on newcomers
- › Outlet expansion initiatives

TABLE OF CONTENTS

Report Contents

- Mid-Year data update (1H 2024 vs. 1H 2023):
 - Channel size and growth
 - Sales for top 10 medical-dispensing brands (includes sales through medical care providers channel and e-commerce)
 - Channel sales by segment (back-bar versus take-home products)
 - Channel sales by take-home product type, as listed in Table 1
 - Updated 2024 full-year channel forecast
- Key performance drivers analyzed include:
 - Economic conditions
 - Outlet expansion
 - Product price increases
 - Acquisition activity impact
 - New product launches
- Brand snapshots of the top three brands include new product launches, distribution expansion, and marketing activities

The deliverable will be a presentation-style report with an Excel workbook.

TABLE 1. TAKE-HOME PRODUCT TYPES

Cleansers and toners
Eye treatments
Hand and body products/lotions
Lip treatments
Masks and peels
Moisturizers
Specialty treatments/serums
Sun care products
Throat/neck treatments



REPORT BENEFITS

This program provides subscribers with an accurate picture of the size, segmentation, and performance of the medical-dispensed skin care channel. It enables subscribers to obtain an updated view of the top-line market results at the half-year mark. Specifically, this study will provide subscribers with:

A view of potentially adjusted sales expectations for full year 2024 based on findings from our analysis

A look at the performance of the competitive set

Intelligence that may prompt adjustments for Q4 2024 and 2025

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.

A Full Spectrum of Services



Custom
Research



Market Research
Reports



Management
Consulting

KLING CREDENTIALS

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 60 years.

Americas

+1-973-435-3407

Brazil

+55-11-3624-8718

China

+86-21-2226 5078

Abu Dhabi

+971 02 654 4147

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6295