

Skin Care 360°: U.S. Market Brief

Base Year: 2021

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1st Edition

This first-edition report provides a 360° view of the dynamic skin care market across all channels of distribution, product categories, and key sub-markets, including natural and clean skin care and professional skin care. The analysis of the market also highlights the leading players, emerging brands, and future of skin care beyond 2022.

Regional Coverage: United States

SCOPE

- › Written report in presentation format
- › Analysis of six skin care categories: Facial skin care, hand/body lotions, sun care products, lip care, skin care for men, and baby care products
- › Coverage of eight retail channels and 17 subchannels
- › Professional-use (back-bar) skin care products are excluded from the analysis
- › Products are reported at the retail sales level

FEATURING:

- 2022 EXPECTATIONS
- HIGHLIGHTS ON NATURAL/CLEAN SKIN CARE
- HIGHLIGHTS ON PROFESSIONAL SKIN CARE

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Introduction

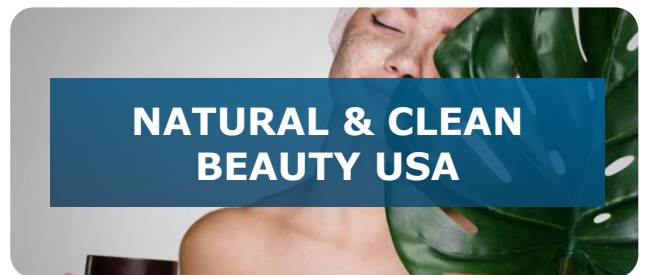
Market Brief

- Skin care market evolution and estimated 2022 performance
- Category highlights (Listed in Table 1)
- Key growth drivers
- Product and sustainability trends
- Leading marketers and emerging brands
- Channel overview
- Overview of natural/clean skin care
- Overview of professional skin care
- Future expectations (through 2026)

TABLE 1. PRODUCT CATEGORIES COVERED

Baby care products
Facial skin care
Hand and body lotions
Lip balms, jellies, and treatments
Skin care products for men
Sun care products

This report contains key takeaways from Kline’s in-depth U.S. skin care reports, including:



REPORT BENEFITS

This report serves as an excellent resource for the manufacturers and formulators skin care products. Specifically, it provides:

A highly reliable and independent assessment of the skin care market

Key trends impacting each category and total market sales

Market foresight by category and channel

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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