



Market Analysis

Skincare 2020 Market Analysis: Market Size and Overview

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Lexis Conferences invites scholars, researchers, academicians, students and corporate entities across the globe to join at the world to the [Skincare 2020](#) congress which is going to be held at New York, USA. We are very much delighted to invite you all to exchange and share your views and experience on the Skin Conference during **November 25-26, 2020 in New York, USA**. The conference mainly focuses on "[Advanced Skin research](#)"

With Pleasure and honour lexis conferences welcome each of you to the Dermatology, Skin Care and Skin Professional Meet. It's an exciting time for dermatology as we continue to grow and adapt, remaining always adaptable, motivated and responsive to new ideas on dermatology and skin science. Dermatology Conference for Physicians, Nurses and Dermatologists is a 2-day meeting that provides a comprehensive update on the diagnosis and treatment of a variety of conditions related to Skin diseases, medical, surgical and cosmetic dermatology. Overall, our conference will arm you with the latest advances in Dermatology and Skin Care. I'd like to personally welcome each of you to the Dermatology, Skin Care and Skin Professional Meet. It's an exciting time for dermatology as we continue to grow and adapt, remaining always adaptable, motivated and responsive to new ideas on dermatology and skin science. Our organization is confronting a time of many changes and we're meeting these changes during a time of larger nation-wide and global change.

The size of the **global cosmetic skincare market** will increase USD 45 billion between 2018-2023, accelerating at a CAGR of nearly 6% during the forecast period. This growth in market size will be attributed to the presence of premium brands as consumers are becoming more interested in expanding their knowledge about skin care. This factor helps premium skincare companies expand their market share, build up their digital appeal, and improve their credibility.

Consumers are increasingly focusing on protecting their skin with preventative skin care products as exposure to

harmful UV radiations can cause premature aging of the skin, or even lead to skin cancer. Due to this factor, it is becoming imperative for consumers to use sun care products to protect their skin from damage. The demand for multifunctional products is expected to spur the growth of the sun care products market in the coming years. For example, BB creams act as moisturizers, serums, a foundation for makeup, and sunblock. Multifunctional products such as this are becoming increasingly popular because of the convenience associated with its use and will act as key skincare market trend in the coming years. Technavio forecasts the global sun care products market to grow USD 2.85 billion in market size between 2017-2022.

Additionally, the growing preference for natural and organic skincare products will be another major trend expected to gain traction over the next five years. Consumers are opting for products that do not have chemicals and will continue to shift towards green cosmeceuticals, which provides natural alternatives to classical cosmeceutical treatments. This trend will have a significant impact on the growth of the organic skincare products market.

Players in the skincare industry are increasing their focus toward expanding their product portfolios. Prominent vendors are introducing natural and herbal skincare products to capitalize on the demand from maternity women. Many personal and skincare vendors are focusing on increasing sales through online portals as well as third party vendors. Few vendors are also offering customized services by providing expert suggestions based on skin tone and style preferences of the customer.

Skincare product manufacturers are consistently increasing their R&D efforts to develop products that enhance the health and appearance of the consumers' skin. With growing competition and the rising consumer demand for innovative products, skincare product manufacturers are offering professional treatments and products that are priced higher than traditional skincare products. Consumers, particularly in the APAC region are increasingly becoming aware about the health benefits of using professional skincare products. Mainly driven by a strong demand for anti-aging products, the

professional skincare market will grow by USD 4.64 billion during 2018-2022.

Other skincare insights and trends highlighted in Technavio's reports include:

Skincare Market Research Insights

- The global skincare products market will grow USD 18.5 billion between 2016-2021. 49% of the market's growth will come from the Asia-Pacific region.
- The global skin care products market will generate revenue of more than USD 137 billion by 2021, owing to increasing product innovation and product line extensions.
- Pigmentation, aging, and acne are some of the major concerns among customers within the men's skincare market. This is encouraging vendors to meet customer requirements by expanding their existing product lines and introducing new premium men's skincare products.

Skincare Market Trends

Several emerging trends are expected to positively impact the global skincare market over the next few years. The top skincare trends include:

- The growing popularity of professional, at-home products and kits
- Rising demand for multifunctional and organic men's skincare products
- Current market players partnering with more salons and spas
- Use of nanotechnology in product development for skincare products
- Increased E-tailing and social media marketing

Skincare Market Share and Segmentation

Within our skincare products market research, we provide deep insights into the market landscape, its segments, and their market share. Face skincare products hold a major advantage in market share over body care products. These products include skin-brightening creams, anti-aging creams, face moisturizers, toners, cleansers, face masks, face scrubs, and sun protection creams. The face skincare segment is

expected to continue to hold the majority market share through 2021.

- **Facial Cream Market**
 - Moisturizers market
 - Eye creams market
 - Anti-aging creams market
- **Toners Market**
 - Alcohol-based facial toners market
 - Glycerin-based facial toners market
 - Water-based facial toners market
- **Cleansing Lotions Market**
 - Foam cleansers market
 - Cream cleansers market
 - Micellar cleansers market
 - Oil cleansers market
 - Gel cleansers market
- **Facial Masks Market**
 - Cream masks market
 - Clay masks market
 - Gel masks market
 - Sheet masks market
- **Shaving Creams Market**
- **Exfoliators Market**
- **Serums Market**
 - Anti-aging serums market
 - Skin brightening serums market
 - Acne fighting serums market
 - Hydrating face serums market
 - Exfoliating face serums market
 - Reparative and renewing face serums market
- **Sun Care Products Market**
 - Water-resistant sunscreen market
 - Extended-wear sunscreen market
 - Moisturizers and foundations with SPF market

We at Technavio, with our comprehensive understanding of the skincare market, have been monitoring the latest industry trends and developments to create an in-depth portfolio of market research reports. These reports help our clients identify opportunities within the market and develop effective strategies to optimize their market positions. Our skincare market reports offer the following insights:

- Skincare market trends
- Skincare market share



- Skincare market size
- Skincare market growth
- Skincare market forecast
- Skincare market vendor landscape
- Skincare industry statistics

