



# Skin Care in the US

May 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Dermocosmetics continues driving skin care in 2023, with affordability and expert backing being key  
Convenience reigns supreme in the retail landscape as grocery retailers and Amazon expand their skin care footprint  
Ingredient-led beauty witnesses consumers searching for gentler options suitable for sensitive skin concerns

### PROSPECTS AND OPPORTUNITIES

A more proactive approach to skin care will support growth in the forecast period, with expectations of a more targeted approach to skin concerns  
Make-up considerations will become increasingly important in new skin care product developments  
International beauty brands should take note of consumers' quest for gentle yet effective skin care products

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