



Cosmeceuticals 2020

Exploring the space where Cosmetics meet Pharmaceuticals

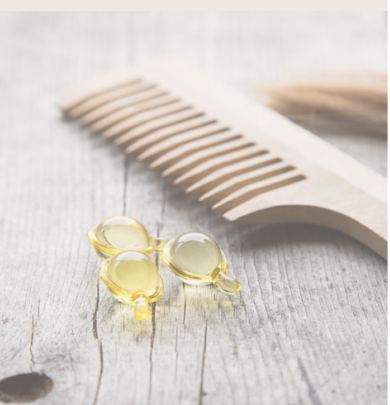


Defining Cosmeceuticals

Although the term “cosmeceuticals” is not generally recognised by OTC or cosmetics regulators as a specific classification, it is popularly used to describe products which **bridge the gap between cosmetics and OTCs**. Essentially, cosmeceuticals are skincare products with known biologically active compounds claimed to have a **medicinal and aesthetic effect**, available in both topical and systemic formats.



Players from both the cosmetics field and consumer healthcare are capitalising on the popularity of products offering both aesthetic and therapeutic benefits. Many successful players span the spectrum from cosmetics to OTC-registered derma products to Rx skincare solutions.



Brands in this space can command premium prices. Novel formats, new ingredients and scientific backing are all key selling points. A sharp rise in product launches among aesthetic treatments and hair & beauty supplements in 2018 and 2019* points to heightened awareness and demand.



Consumer preference for products with professional reputation has seen brands building stronger therapeutic identity via “clinical strength” line extensions. Anti-ageing is a highly lucrative segment, with many products focused on the promise of cell rejuvenation. Male personal care is increasingly well represented and remains a flourishing segment.

** Nicholas Hall's CHC New Products Tracker*



This report scopes the Cosmeceuticals field in **10 major markets**, charting **new product activity, innovations** in ingredients and formats, **marketing activity** and more. It tracks developments in core **DB6** categories such as Hair & beauty supplements, Acne remedies, Hair loss treatments, Lip care and Scar treatments, while also investigating areas such as aesthetic treatments, sun care, personalised face masks, probiotics for skin, and anti-ageing products.

Major cosmeceutical brands are profiled, including non-retail brands via e-Commerce and direct sales channels. A dedicated chapter assesses the impact of CBD / hemp-infused cosmeceuticals. A concluding chapter brings the report's main findings together and signals likely future trends and opportunities.

10 major markets covered



Brazil



China



France



Germany



Italy



Japan



Poland



S Korea



UK



USA



The report utilises the latest consumer healthcare sales data from Nicholas Hall's global database **DB6** and other sources, with sales to end-2019 and forecasts to 2024 & 2029.

To pre-order your copy of **Cosmeceuticals 2020** at a discounted price, please contact melissa.lee@NicholasHall.com

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