



EffeMarket

# Global Anti-Aging Market Report: 2026

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# Table of Contents

Executive Summary

Key Questions Answered

1. Introduction

I. Types skin aging

- Intrinsic aging
- Extrinsic aging
- Hormonal and catabolic aging

II. Causes of skin aging

- Internal
- External

III. Signs and symptoms of visible aging

IV. Changes in every layer of the skin due to aging

V. Solutions to skin aging

VI. Ingredients & compounds commonly associated with anti-aging skin care products

2. Anti-aging market: An analysis

I. Global cosmetics market outlook & forecast

II. Europe cosmetics market outlook & forecast

III. US cosmetics market outlook & forecast

IV. Asia-Pacific cosmetics outlook & forecast

a. Chinese cosmetics market outlook & forecast

b. Indian cosmetics market outlook & forecast

### c. South Korea cosmetics market by value; 2012-2026

#### 3. Growth drivers

- I. Increasing aging population
- II. Increasing per capita cosmetics spend
- III. Emerging economics
- IV. Advanced anti-aging products
- V. Skincare tech products
- VI. Rise of herbal or organic products
- VII. Rise in demand of multi-functional products

#### 4. Challenges

- I. Alternative products
- II. Challenges in product packaging and differentiation
- III. High cost of development
- IV. Side effects of anti-aging products

## 5. Trends

- I. "Clean" skincare products
- II. Vegan skincare products
- III. T Zone to the Y Zone
- IV. Facial mask

## 6. Company profile

### I. L'Oréal SA

- a. Business overview
- b. Financial overview
- c. Business strategy

### II. Estée Lauder

- a. Business overview
- b. Financial overview
- c. Business strategy

### III. Shiseido

- a. Business overview
- b. Financial overview
- c. Business strategy

### IV. Beiersdorf AG

- a. Business overview
- b. Financial overview
- c. Business strategy

## V. Coty Inc.

- a. Business overview
- b. Financial overview
- c. Business strategy

## 7. About EffeMarket

Disclaimer

# List of Figures

Fig 1.1: Layers of Skin

Fig 2.1: Global cosmetics market by value; 2012-2026

Fig 2.2: Global cosmetics market share by categories; 2016

Fig 2.3: Global cosmetics market share by geographies; 2016

Fig 2.4: Global cosmetics market share by distribution channel; 2016

Fig 2.5: Global skin care market by value; 2012-2026

Fig 2.6: Global skin care market share by category; 2016

Fig 2.7: Global anti-aging products market by value; 2012-2026

Fig 2.8: Europe cosmetics market by value; 2012-2026

Fig 2.9: Europe cosmetics market share by category; 2016

Fig 2.10: Europe cosmetics market by country; 2015

Fig 2.11: Western Europe anti-aging market by value; 2012-2026

Fig 2.12: Western Europe anti-aging products breakup by category; 2012-2026

Fig 2.13: US cosmetics market by value; 2012-2026

Fig 2.14: US skin care market by value; 2012-2026

Fig 2.15: US anti-aging market by value; 2012-2026

Fig 2.16: Top anti-aging products sales in US; 2016

Fig 2.17: US anti-aging products breakup by category; 2012-2026

Fig 2.18: Asia-Pacific cosmetics market by value; 2012-2026

Fig 2.19: Asia-Pacific skin care market by value; 2012-2026

Fig 2.20: Asia-Pacific anti-aging market by value; 2012-2026

Fig 2.21: Asia-Pacific anti-aging products breakup by category; 2012-2026

Fig 2.22: Chinese cosmetics market by value; 2012-2026

Fig 2.23: Chinese cosmetics market share by category; 2012-2026

Fig 2.24: Chinese skin care market by value; 2012-2026

Fig 2.25: Chinese anti-aging market by value; 2012-2026

Fig 2.26: Indian cosmetics market by value; 2012-2026

Fig 2.27: Indian cosmetics market breakup by category; 2012-2026

Fig 2.28: Indian skin care market share by key players; 2016-2017

Fig 2.29: South Korea cosmetics market by value; 2012-2026

Fig 2.30: South Korea facial care market by value; 2012-2026

Fig 3.1: Per capita cosmetics spend by geographies; 2016

Fig 6.1: L'Oréal net sales; 2013-2017

Fig 6.2: L'Oréal net sales by operational division; 2016-2017

Fig 6.3: L'Oréal net sales by geographies; 2017

Fig 6.4: Estée Lauder net sales; 2013-2017

Fig 6.5: Estée Lauder net sales by operational division; 2016-2017

Fig 6.6: Estée Lauder net sales by geographies; 2017

Fig 6.7: Shiseido net sales; 2015-2017

Fig 6.8: Shiseido net sales by operational division; 2014-2017

Fig 6.9: Shiseido net sales by geographies; 2017

Fig 6.10: Beiersdorf net sales; 2013-2017

Fig 6.11: Beiersdorf net sales by operational division; 2016-2017

Fig 6.12: Beiersdorf net sales by geographies; 2017

Fig 6.13: Coty Inc. net sales; 2013-2017

Fig 6.14: Coty Inc. net sales by operational division; 2016-2017

Fig 6.15: Coty Inc.net sales by operational division; 2017

## Glossary

ROS: Reactive oxygen species

DEJ: Dermal-epidermal intersection

MMP: Metalloproteinases

UV: Ultraviolet

SPF: Sun protection factor

AHAs: Alpha hydroxy acids

OTC: Over the counter

## Executive Summary

The global anti-aging market is expected to achieve USD 73 billion by 2026 from USD 44 in 2016 at an annual growth rate of 5 percent. The global anti-aging market on the basis of products is segmented into premium and mass anti-aging products. The premium anti-aging products are anticipated to show a higher growth rate as compared to mass anti-aging products. The growing interest of the consumers for the clean, natural, safe and more effective products has brought about the exponential growth in the anti-aging market. The companies are offering numerous services, products, and devices for the changing demands of the consumers, which explains the rapid developments in the anti-aging products.

Aging is a natural process and is characterized as a sequence of biochemical processes in the body activated by internal and external factors, which prompts degeneration of the body and affects beauty, health and fitness. Wrinkles, loss of volume and loss of density are three main manifestations of general skin aging. Each one affects the look of the face in a different way. Understanding the skin's aging process informs decisions about how best to look after it. A holistic approach to lifestyle and skincare can help prevent premature skin aging and reduce the noticeable signs of skin aging.

On the basis of geography, the market is analyzed under major regions specifically, the US, Europe, and Asia-Pacific. Asia-Pacific dominated the anti-aging market in 2016 due to the increasing awareness in consumer about signs of aging. Asia Pacific is likely to experience utmost growth in the near future, mainly due to introduction of new anti-aging products and services, increasing disposable income of consumer, growing trend of early usage of anti-aging products in this region. In Asia-Pacific, South Korea and Japan are leading the anti-aging market, due large base of aging population providing opportunities for anti-aging brands to expand.

Anti-aging market witnessed to be one of the fastest growing markets. The increasing aging population, per capita spend on cosmetics, rapid economic growth and increase in disposable incomes in emerging economies, innovation in technology convergence and biotechnology, expanding consumers demand for natural, safe and multifunctional products are major growth drivers of the global anti-aging market.

The key players dominating the anti-aging market profiled in this report includes L'Oréal, Coty Inc., Beiersdorf AG, Estée Lauder, and Shiseido. Opportunity for development of new products and services are high as the market comprises of recognized players and their big brands.

## Key questions answered

1. Global cosmetics market by value; 2012-2026
2. Global cosmetics market share by categories; 2016
3. Global cosmetics market share by geographies; 2016
4. Global cosmetics market share by distribution channels; 2016
5. Global skin care market by value; 2012-2026
6. Global skin care market share by categories; 2016
7. Global anti-aging products market by value; 2012-2026
8. Europe cosmetics market by value; 2012-2026
9. Europe cosmetics market share by categories; 2016
10. Europe cosmetics market by countries; 2015
11. Western Europe anti-aging market by value; 2012-2026
12. Western Europe anti-aging products breakup by categories; 2012-2026
13. US cosmetics market by value; 2012-2026
14. US skin care market by value; 2012-2026
15. US anti-aging market by value; 2012-2026
16. Top anti-aging products sales in US; 2016
17. US anti-aging products breakup by categories; 2012-2026
18. Asia-Pacific cosmetics market by value; 2012-2026
19. Asia-Pacific skin care market by value; 2012-2026
20. Asia-Pacific anti-aging market by value; 2012-2026
21. Asia-Pacific anti-aging products breakup by categories; 2012-2026
22. Chinese cosmetics market by value; 2012-2026

23. Chinese cosmetics market share by categories; 2012-2026
24. Chinese skin care market by value; 2012-2026
25. Chinese anti-aging market by value; 2012-2026
26. Indian cosmetics market by value; 2012-2026
27. Indian cosmetics market breakup by categories; 2012-2026
28. Indian skin care market share by key players; 2016-2017
29. South Korea cosmetics market by value; 2012-2026
30. South Korea facial care market by value; 2012-2026
31. Detailed analysis of growth drivers, challenges and trends in global anti-aging market.
32. Detailed company analysis of L'Oréal, Coty Inc., Beiersdorf AG, Estée Lauder, and Shiseido.

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