

American women most likely to use anti-aging face creams, the West leads in NPD

CHICAGO, US: The US\$2.3bn (in 2011) US anti-aging skincare market has experienced substantial growth in the past five years, as women continue to clamour for the next advancement to stave off the signs of aging.



While the desire to find the fountain of youth is a global concern, recent Mintel research found that American women lead the way in anti-aging facial skincare usage when compared to their counterparts in Germany, France and the UK, while the West (US, UK, France) launched the most anti-aging skincare products between 2009 and 2011 in comparison to Japan and China. 37% of US women have used anti-aging creams and serums for the face, compared to 23% of UK women, 24% of the female population in France, 25% of women in Germany and 26% of women in Spain.

However, it's not all creams and serums in the anti-aging fight, devices could become the weapon of choice in the battle against fine lines and wrinkles. While usage is modest (just 4% of US women have used an anti-aging device) 35% of American women report that while they haven't used an at-home anti-aging device, they would be open to trying one. Furthermore, women seem more interested in at-home treatments than visiting a professional. 40% of US women have used or would be interested in using an at-home treatment, compared to 32% who have visited/would visit a professional for non-invasive anti-aging treatments.

"Technology is ingrained in our everyday lives, from smartphones to constant connection through social networks," says Amy Ziegler, global personal care analyst. "Embracing technology in our beauty regimen seems like the next logical step."

Meanwhile, product launch activity seems to be the greatest in the West. According to Mintel's Global New Products Database, 46% of total skincare product launches in the UK carried an anti-aging claim from 2009-2011. France and the US were only slightly higher, with 47% of skincare launches touting the anti-aging claim. China and Japan followed with much lower numbers - 27% and 19%, respectively.

Source: Mintel GNPD, Mintel Oxygen Reports

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