



# Anti-ageing market overview

Richard Scott – Editor, Personal Care Magazine

**PERSONAL CARE**  
INGREDIENTS • FORMULATION • MANUFACTURE

**Formulation**  
Science & Technology



# Latest Anti-Ageing Sector Statistics

- Represents approx. 40% of overall skin care products market. Dominates the sector (Grand View Research).
- By comparison sun care has 10% market share. (Statista)
- The global anti-ageing market is expected to reach an estimated \$66.2 billion by 2023 with a CAGR of 5.7% from 2018 to 2023 (Reportlinker).
- One third of American dads who use personal care products say they care about preventing the signs of ageing, compared to one quarter of male personal care product users overall (Mintel).

# New Trends Within Anti-Ageing

- Anti-pollution
- Blue light
- 'Well Ageing' / 'Pro Ageing'
- Social media / Smartphones
- Devices / Digital Beauty



# Well Ageing / Pro Ageing

- Seeking 'the best version' of themselves, enhancement
- Not fixated with reversing the ageing process
- 'Natural' look
- Elegant, focusing on silhouette, not hiding wrinkles
- 60+ market has significant purchasing power
- This goal is attainable, not aspirational



# Influence of Social Media / Phones



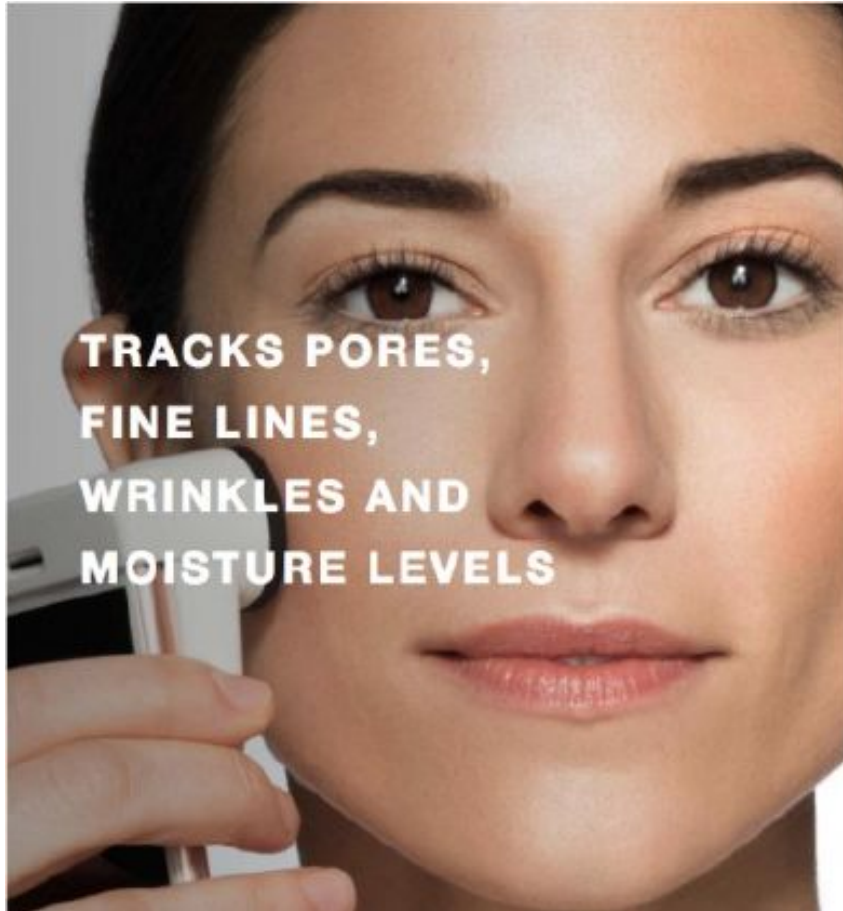
- Ubiquity and power of phones – always selfie-ready
- Constant dopamine feedback loop of social media
- Conflicting ways of presenting self – highly made-up (Instagram Face), vs makeup-free (Chrissy Teigen)
- Are people more concerned about their online appearance than real life?
- Or do people want to re-create the 'filtered' look away from social media?



# Devices and Digital Beauty

- Neutrogena Skin360 Device
  - iPhone attachment, links to an App
  - *“The Neutrogena Skin360 app analyzes your moisture level, pores and lines to provide you with a unique Skin360 Score.”*
  - *“We're not anti-aging, we're anti-wrinkles.”*
  - *“We're about celebrating the beauty of aging with healthy, hydrated, even-looking skin.”*

# Neutrogena Skin360



**LIKE A PERSONAL  
DERMATOLOGIST  
24/7 RIGHT AT  
YOUR FINGERTIPS**

**MAKES IT POSSIBLE  
TO ACHIEVE YOUR  
BEST SKIN EVER**



# Devices and Digital Beauty cont.

- Devices are the clearest path towards improved personalisation
- Offer consumers an easy way to analyse their skin and how it is ageing.
- Utilises power and portability of smartphones
- Only just starting to see the tip of this sector



# Conclusions

- Anti-ageing will always be the biggest goal in skin care
- Growing in hair care
- Approaches might change, but people will always want to look the best that they can
- Social media continues to be a game changer in terms of trends
- Digital tech offers a wealth of opportunity

