

Exploring the Evolving Landscape of Dermocosmetics

November 2021

Table of Contents

INTRODUCTION

Scope

Key findings

STATE OF PLAY

The changing epidemiology of skin conditions affects dermocosmetics

COVID-19 amplified health and wellness drivers

Beauty's convergence with health contributed to dermocosmetics appetite

Dermocosmetics remains a resilient and pandemic-resistant category

Derma aligns with evolving consumer preferences and priorities

Dermocosmetics demand well timed amid desire for "back to basics"

Solutions-focused positioning lifts prospects for tech-driven personalisation

Phygital reality to influence dermocosmetics consumers' path to purchase

Skin care accounts for largest share of dermocosmetics in every region

US, China, and France dominate dermocosmetics sales

CONSUMER DEMAND

Who is driving the demand for dermocosmetics ?

Positioning seems genderless and heavily reliant on consumer education

Users tend to be digitally-savvy, skew premium, with extensive routines

Users cite skin/hair health as top reason for dermocosmetics usage

Acne, hormones, and sensitive skin top dermo users' main skin concerns

COMPETITIVE LANDSCAPE

Mass dermocosmetics growth outpaces premium pre-pandemic

Mass outpaces premium through the bond of efficacy and affordability

Dermocosmetics players record dynamic growth in 2020

Top 10 global dermocosmetic companies include "sensitive skin" claims

L'Oréal Groupe houses a strong portfolio of mass and premium brands

Johnson & Johnson grows its footprint in Asia Pacific through M&A

Pierre Fabre expands sales beyond skin care

Global momentum from Galderma comes from Cetaphil

New launches from Beiersdorf focus on anti-agers , personalisation

Other top companies focus on hero products and dermatologist partners

Strategies also include preventative claims and sustainability initiatives

Dermocosmetics is aided, not heavily threatened, by adjacent categories

INNOVATIONS AND OPPORTUNITIES

Microbiome actively explored, but unclear regulations may lead to limits

Prebiotics skin care is easily accepted and rated well among consumers

Post-biotics have most potential to grow, due to consumer awareness

Nutrition companies move into microbiome, increasing fragmentation

Maskne is the focal point as wearing face masks becomes normal

Using a milder approach resonates with goals to preserve skin barrier

Brands address skin health through trending ingredients

Consumer awareness of blue light protection heightened during pandemic

Pandemic recovery period an important year to reset dermo sun care

Opportunities for dermocosmetics beyond skin care

SHOPPING FOR DERMOCOSMETICS

Traditional channels hold most significance for dermo distribution

Distribution strategy centred on drugstores, parapharmacies , chemists

However, e-commerce takes a more active role in segment's expansion

Dermocosmetics path to purchase heavily influenced by digital
Digital health solutions, apps, devices to act as complements to offerings

KEY TAKEAWAYS AND SWOT ANALYSIS

Key takeaways

SWOT analysis of dermocosmetics

Addressing weaknesses in dermocosmetics (1)

Addressing threats in dermocosmetics (2)

APPENDIX

Euromonitor's definition: what is dermocosmetics ? (1)

Euromonitor's definition: what is dermocosmetics ? (2)

Footnotes

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