



## Global Market Navigator

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### **Facial Care - US (2025)**

Facial Care - US by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2025.

This market covers anti-ageing, skin whiteners/lighteners, hydrating/moisturising, cleansers/toners, masks and specialised facial skin care products. It excludes medicated products such as acne treatments. Market value is based on sales through all retail channels including direct to consumer. It includes mass market and prestige lines but excludes the professional sector, including beauty salons, to the consumer.

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#### **Segmentation of this market**

- Anti-Ageing
- Cleansers/Toners
- Hydrating/Moisturising
- Specialised

#### **Compound annual growth rates**

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

#### **Socio-economic data**

Included with this snapshot is socio-economic data for US. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

# Market Size & Forecast

Market size for Facial Care - US is given in USD with a minimum of five years' historical data. Market Forecast is provided for five years.

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