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United States Women's Beauty Supplements Market with COVID-19 Impact

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The women's beauty supplements market in the U.S. is highly fragmented and competitive.

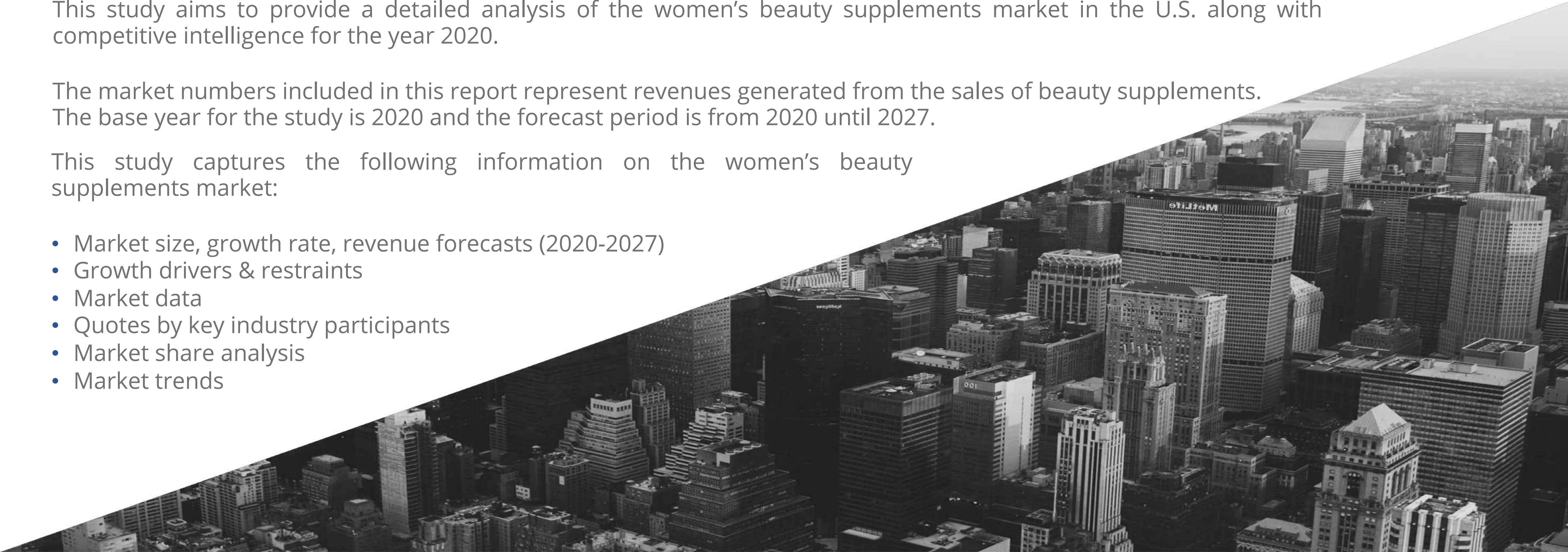
The market is projected to experience a steady single-digit growth rate during the forecast period (2020-2027). The prominence of holistic health and wellness trend, evolving demography and economy, increasing promotion of multi-functional benefits, availability of diverse convenient delivery formats, digital marketing, creative packaging, and extensive branding are the key factors likely to drive the market.

This study aims to provide a detailed analysis of the women's beauty supplements market in the U.S. along with competitive intelligence for the year 2020.

The market numbers included in this report represent revenues generated from the sales of beauty supplements. The base year for the study is 2020 and the forecast period is from 2020 until 2027.

This study captures the following information on the women's beauty supplements market:

- Market size, growth rate, revenue forecasts (2020-2027)
- Growth drivers & restraints
- Market data
- Quotes by key industry participants
- Market share analysis
- Market trends

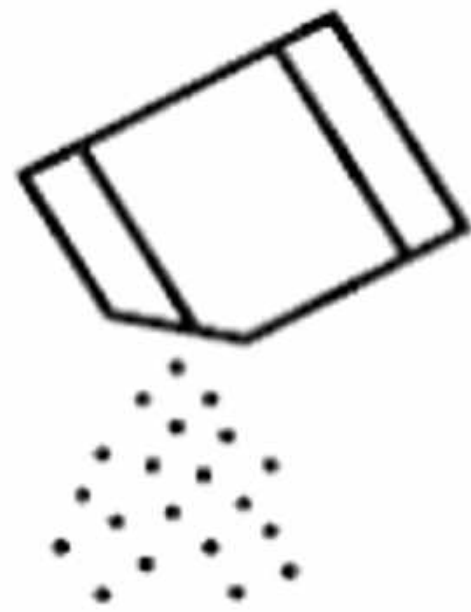


Interviews with key market participants: The research methodology adopted while creating this research involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the women's beauty supplements market in the U.S. Furthermore, discussions with industry participants enabled us to provide a comprehensive country-level view of the overall market. Next, the information was validated through our internal databases and market experts. The collected information was structured and collated into this report.



Macro-economic factors and industry parameters: Various country level parameters including the GDP, population, disposable incomes, product prices, and other trends were taken into consideration in the forecasting model. An in-depth analysis of these factors enabled Verify Markets to size and forecast the women's beauty supplements market in the U.S.

Beauty supplements are defined as ingestible dietary supplements offering aesthetic beauty benefits through functional foods and beverages. Characterized by oral supplementation of nutrients, these are also known as “beauty pills,” “beauty from within,” and “ingestible beauty.” These supplements are a combination of minerals, nutrition, vitamins, proteins, and other bioactive ingredients, usually taken in the form of capsules, tablets, powders, liquids, and gummies. For the scope of this study, the market has been segmented into skincare, hair care, and combined care (which includes skin, hair, and nail care). This market report focused on the women’s beauty supplements in the U.S.



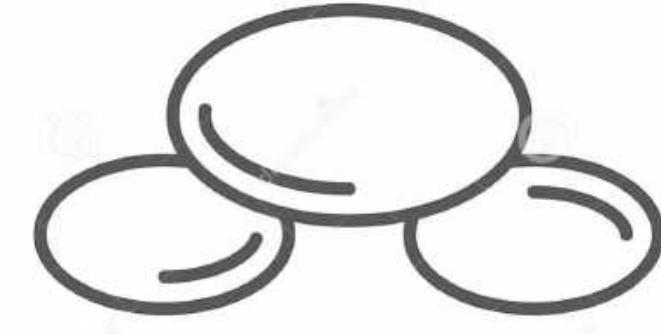
Powder



Capsules



Tablets



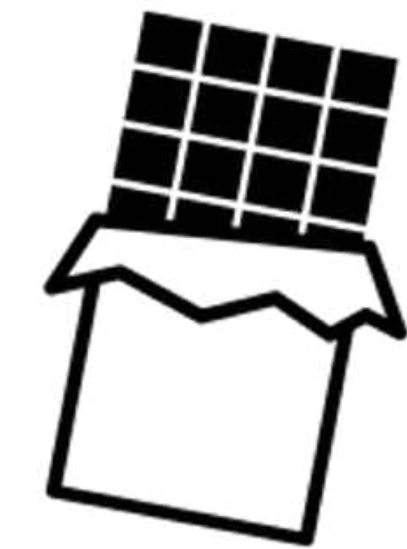
Soft gels



Gummies



Liquids



Chocolate bars



Jelly



About Verify Markets

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy, customer Products and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.



METHODOLOGY

The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets in-house database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across China were contacted.
- Bottom up methodology was used to calculate the market size.
- Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

METHODOLOGY

Profiles of Interviewees: Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the USA – Women's Beauty Supplement Market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.



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ANY QUESTIONS?
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