



INNOVA
MARKET
INSIGHTS

Innova | New Products

Nutrition Focus: Skin Health

October 2022

Growth of supplements for skin health

Supplements for skin health nearly tripled from 2017 to 2021

Figure | Indexed number of supplements tracked as having skin health claims (Global, Index 2017=100)



Skin health supplements often have hair health claims

Checkable Glow And Grow Beauty Dietary Supplement, 90 Capsules

United States, August 2022

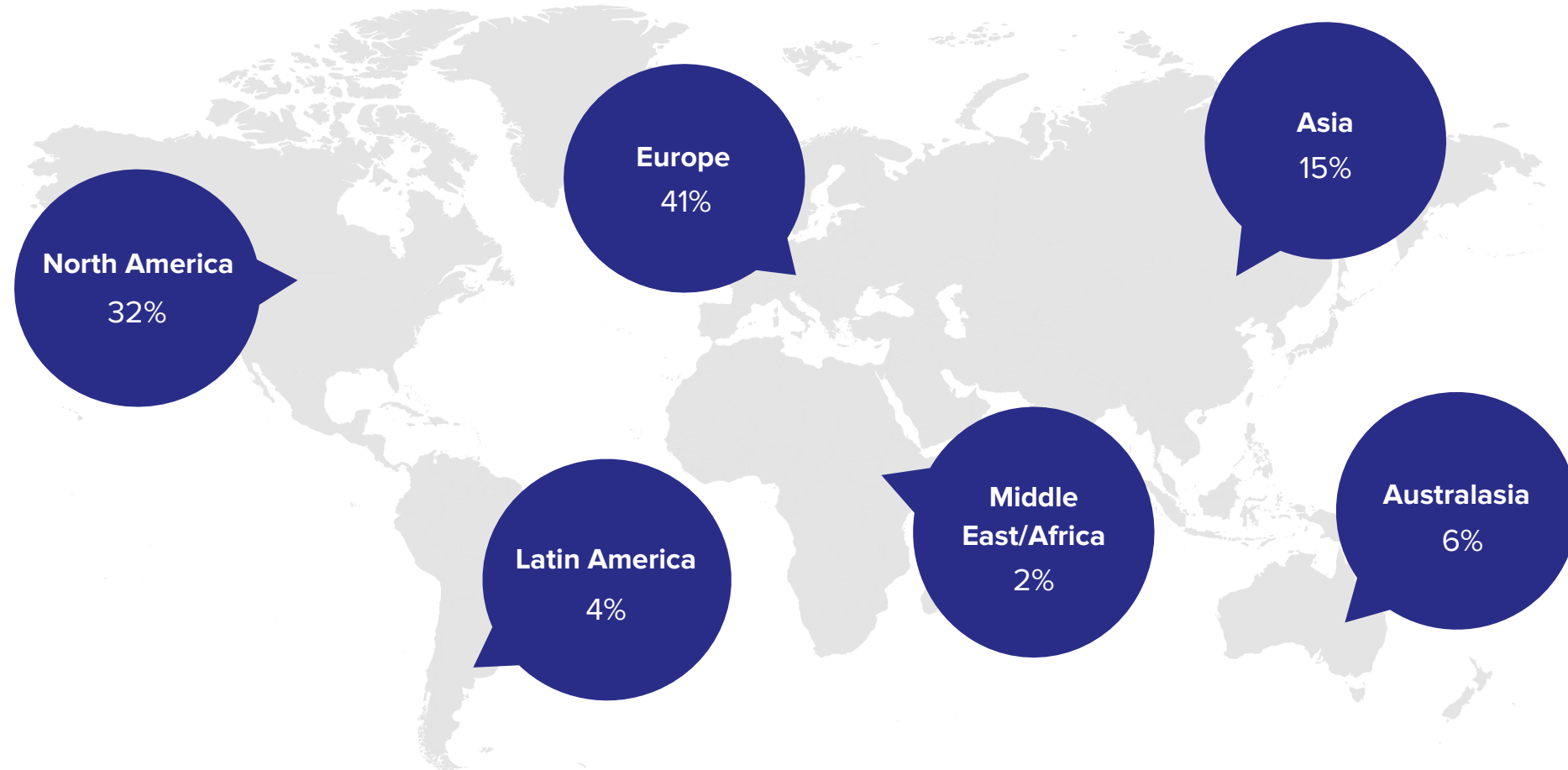
Description: Collagen supplements may promote the production of other proteins that **help structure your skin's elastin and fibrillin**, all things that **keep your skin glowing and youthful**. Comes in 90 capsules, held in a plastic bottle.

Claims: Fresh new look. Collagen supplements may promote the production of other proteins that **help structure your skin's elastin and fibrillin**, all things that keep your **skin glowing and youthful**. Reduces joint pain, prevents bone loss, promotes weight loss, **stronger hair** and nails, **boosts immunity**, boosts muscle mass and faster recovery time, promotes gut and heart health and improves mood. Gluten-free. Allergen-free. Vegetarian friendly. Vegan friendly. Non-GMO.



Europe is the region with most skin health supplement launches

Figure I Total percentage of supplement launches with skin health claims tracked for each region (2017-2021)

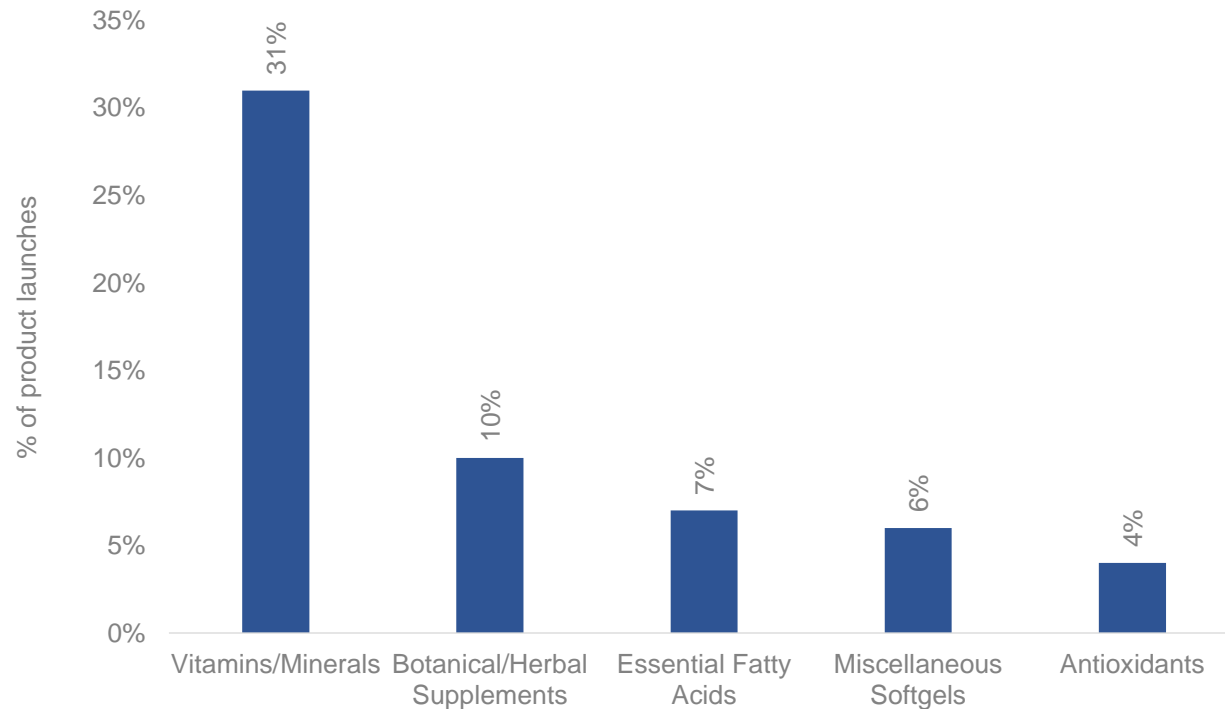


Source: Innova Market Insights

Top subcategories with skin health supplement launches

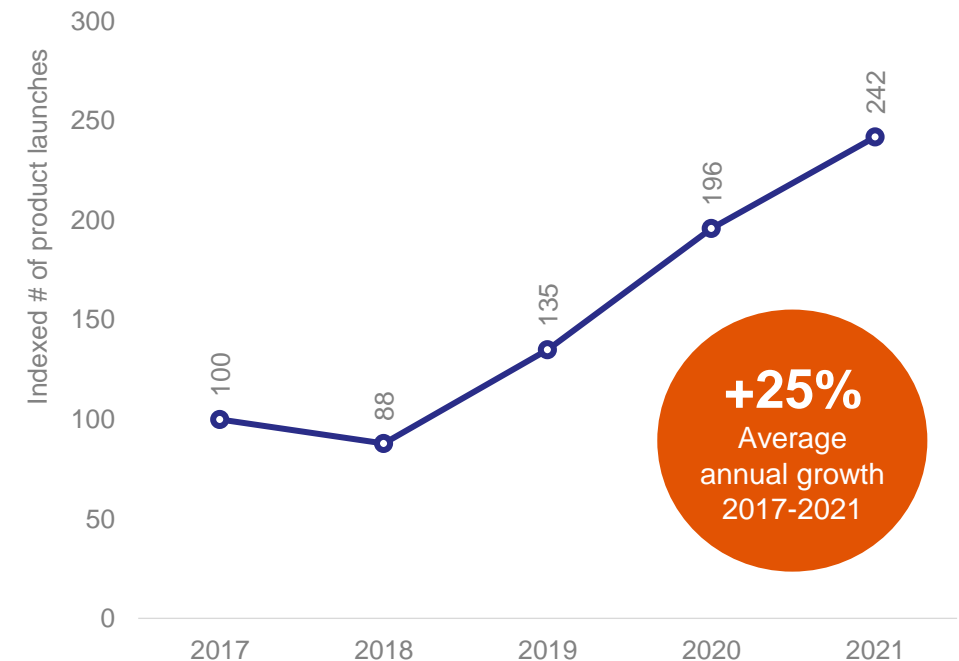
Most skin health supplement launches were vitamins and minerals

Figure | Top categories as a percentage (%) of supplement launches with skin health claims (Global, 2017-2021).



Vitamins and minerals with skin health claims more than doubled (Global, 2017-2021)

Figure | Indexed number of vitamins and minerals tracked as having skin health claims (Global, Index 2017=100)



Source: Innova Market Insights

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