

Find Your Flow



Skin Health

Skin care and health are top priorities for consumers, with 1.1 million global searches each month. Despite this strong interest, food and beverage product launches targeting skin health have been limited, with only 5,000 new products introduced globally since 2019.

Growth and Where to Watch

There's significant growth potential in educating consumers about the role of functional ingredients in supporting skin care routines. With younger consumers showing higher interest in products with skin health benefits, this trend has room for expansion.

Flavours Growing

There's clear demand for innovative flavours in skin health products. 32.5% of consumers expressed interest in cranberry-flavoured options, and 31.5% in aloe. However, cranberry saw just 6 launches and aloe 10, highlighting a gap in the market and opportunities for new product development.

Interest in food & beverage products with skin health properties is higher amongst younger consumers meaning the trend has room to grow

