

UK Nutricosmetics Market to Reach USD 395.5 Million by 2035, Driven by 5.4% CAGR and Rising Beauty-from-Within Trend

The UK nutricosmetics market is booming as demand for ingestible beauty products rises, fueled by wellness trends and natural ingredient appeal.

NEWARK, DE, UNITED STATES, May 22, 2025 /EINPresswire.com/ -- The [UK nutricosmetics market](#) is poised for remarkable growth over the next decade, as consumer demand for natural and functional beauty solutions continues to rise. According to recent industry insights, the market is projected to grow from an estimated USD 248.8 million in 2025 to approximately USD 395.5 million by 2035, reflecting a compound annual growth rate (CAGR) of 5.4% over the forecast period.



The increasing preference for beauty-from-within supplements, particularly among health-conscious and aging populations, is a key driver fueling the expansion of the nutricosmetics sector. Nutricosmetics – a category of products that combine nutrition and cosmetics to support skin, hair, and nail health from the inside out – have become an essential part of holistic wellness routines in the UK.

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Consumer Shift Toward Natural Ingredients Spurs Market Demand

One of the central trends shaping the UK nutricosmetics market is the growing consumer inclination toward natural, plant-based, and clinically proven ingredients. With rising awareness about the long-term side effects of topical cosmetics and synthetic additives, British consumers are increasingly investing in ingestible beauty products that offer functional benefits.

Popular nutricosmetic formulations in the UK include collagen peptides, biotin-infused supplements, hyaluronic acid capsules, and antioxidant-rich blends containing vitamins A, C, and E. These ingredients are gaining traction not only for their visible beauty effects but also for promoting overall wellness, immunity, and skin resilience against environmental stressors.

E-Commerce and Digital Health Channels Catalyzing Market Growth

The proliferation of e-commerce platforms, health-focused subscription boxes, and digital marketing campaigns has significantly boosted the visibility and accessibility of nutricosmetic products across the UK. With online beauty retailers and wellness influencers playing a pivotal role in educating consumers, the sector is seeing higher penetration in both urban and rural markets.

In addition, advancements in personalized nutrition and beauty tech are fostering a shift toward customized nutricosmetics, where consumers can select products based on individual skin types, genetic profiles, and lifestyle habits. This level of personalization is expected to further strengthen consumer trust and market adoption over the coming decade.

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Aging Population and Preventative Skincare Trends Enhance Market Potential

The aging demographic across the UK is another vital contributor to market expansion. As more individuals seek preventative solutions to aging skin, nutricosmetics offer a non-invasive, sustainable approach to maintaining youthful appearance and dermal health.

With anti-aging, anti-wrinkle, and skin hydration benefits among the most sought-after features, the demand for clinically-backed nutricosmetic solutions is expected to remain strong throughout the forecast period. In particular, women over 40 and men seeking grooming supplements are emerging as key target segments.

Key Players in the UK Nutricosmetics Market

- Perricone MD
- Vitabiotics
- Nature's Bounty
- HUM Nutrition
- Garden of Life
- NeoCell
- Olly Public Benefit Corporation

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Key Segments of the UK Nutricosmetics Market

By Product Type:

- Beauty Beverages/Drinks
- Supplements
- Tablets
- Capsules
- Powder
- Liquid

By Sales Channel:

- Supermarkets/Hypermarkets
- E-Commerce Platform
- Cosmetics Stores
- Pharmacy Stores
- Specialty Stores
- Other Sales Channels

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