

Cosmetic Decision Tree Static Preview

This is a sample export showcasing key insights from the interactive tool:

Active Ingredient	Example Product	Common Claims	Retail Price	2024 Growth	2025 Est. Growth
Vitamin C	Ole Henriksen Truth Serum	Brightens, firms, antioxidant	\$55	+11%	+9%
Retinol	Murad Retinol Youth Renewal Serum	Smooths fine lines, evens tone	\$92	+8%	+7%
Bakuchiol	BYBI Bakuchiol Booster	Natural retinol alternative, smooths skin	\$18	+16%	+18%

Actives with this icon are forecasted to grow rapidly ($\geq 10\%$ CAGR).