

Hand Cream Market by Product Type (Repair Hand Cream, Anti-Aging Hand Cream, Whitening Hand Cream, Overnight Hand Cream and Others), Demographics (Male and Female), Age Group (Baby Boomers, Millennial, Generation X, and Generation Z), and Sales Channel (Supermarket/Hypermarket, Specialty Stores, Beauty Salon, Pharma & Drug Store, and Online Store): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

The global hand cream market was valued at \$336.2 million in 2019, and is projected to reach \$655.6 million by 2027, registering a CAGR of 6.2% from 2021 to 2027.

Hand cream is a moisturizing cream that falls under the category of skin care products. Hand cream is specifically meant to keep hands soft, smooth, and hydrated for a longer period of time owing to its thick consistency. Moreover, the hand cream is easily available in the market through various distribution channels including online stores, supermarkets/hypermarket, specialty store, and others. The continuous growth of online stores is expected to drive the growth of the hand cream market, in terms of value sales, during the forecast period.

Rise in the number of working women population across the globe and increase in spending on premium skin care products boosts the market growth. Moreover, increase in consumer's awareness regarding moisturizing hands after hand wash and sanitization further fuels the growth of the hand cream market. However, high market price of hand cream is expected to hamper the growth of the market. Nevertheless, rise



in demand for skin care products with safe & sustainable ingredients and rapid growth of online retail platform are anticipated to offer immense opportunities for the market growth, in terms of value sales, during the forecast period.

The global hand cream market is segmented into product type, demographics, age group, sales channel, and region. By product type, the market is classified into repair hand cream, anti-aging hand cream, whitening hand cream, overnight cream, and others. By demographics, it is divided into male and female. By age group, it is segmented into baby boomers, millennials, generation X, and generation Z. On the basis of sales channel, it is segregated into supermarket/hypermarket, specialty stores, beauty salon, Pharma & drug store, and online Store. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the report include Unilever, Philosophy INC., Johnson & Johnson, Procter & Gamble, Beiersdorf, Shanghai Jahwa United Co., Ltd, Sanofi Consumer Health Inc., Henkel AG & Co. and Marks and Spencer plc.

Key Benefits for Stakeholders

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the global hand cream market from 2021 to 2027 to identify the prevailing market opportunities.

The key countries in four major regions are mapped based on their market share.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier—buyer network.

In-depth analysis of the market segmentation assists in determining the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry. Market player positioning facilitates benchmarking and provides a clear understanding of the present position of market



players.

The report includes the analysis of the regional as well as global market, key players, market segments, Gender areas, and growth strategies.

KEY MARKET SEGMENTS

By Product	type
Re	pair hand cream
Ant	i-aging hand cream
Wh	itening hand cream

Overnight hand cream

Others

By Demographics

Male

Female

By Age-group

Baby Boomers

Generation X

Millennials

Generation Z

By Distribution Channel

Supermarket/Hypermarket



Specia	Specialty store	
Beaut	Beauty salon	
Pharn	Pharma & Drug store	
Online store		
By Region		
North America		
	U.S.	
	Canada	
	Mexico	
Europe		
	Germany	
	France	
	UK	
	Italy	
	Spain	
	Russia	
	Rest of Europe	
Asia-Pacific		
	China	



	Japan
	India
	ASEAN
	Australia & New Zealand
	Korea
	Rest of Asia-Pacific
LAMEA	
	Brazil
	Saudi Arabia
	South Africa
	Turkey
	Rest of LAMEA



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