

Cosmetics Market by Category (Skin and Sun Care Products, Hair Care Products, Deodorants & Fragrances, and Makeup & Color Cosmetics), Gender (Men, Women, and Unisex), and Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Pharmacies, Online Sales Channels, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2027

<https://marketpublishers.com/r/W44E272B5EEEN.html>

Date: February 2021

Pages: 338

Price: US\$ 6,269.00 (Single User License)

ID: W44E272B5EEEN

Abstracts

The global cosmetics market size was valued at \$380.2 billion in 2019, and is projected to reach \$463.5 billion by 2027, registering a CAGR of 5.3% from 2021 to 2027. There is an increase in the number of social media users owing to rise in internet penetration. Considering this, most of key players in the cosmetics market strategize on promoting their products and services on these social media platforms. Social media marketing is one of the major strategies adopted by various companies and industries on imparting awareness about their product offerings among target customers. Thus, through the social media marketing strategy, the global cosmetics market sights critical opportunity in gaining traction and increasing its customer reach among its target segments.

Rise in working women participation creates an opportunity for countries to increase the size of their workforce and achieve additional economic growth. In addition, more number of working women leads to growth of cosmetics in the market.

Various manufacturers such as Patanjali Ayurved Limited, Dabur, and The Himalaya Drug Company use natural ingredients in cosmetics products. This trend caters to increase in consumer demand for natural or organic cosmetic products. Moreover,

increase in health awareness among consumers is anticipated to contribute toward growth of the cosmetics market. However, the recent outbreak of coronavirus has significantly impacted the cosmetics industry along with all stages of supply chain and value chain. It has further affected consumer behavior with regards to purchasing cosmetics globally.

The cosmetics industry has been segmented on the basis of category, gender, distribution channel, and region. On the basis of category, the market is divided into skin and sun care products, hair care products, deodorants & fragrances and makeup & color cosmetics. By gender, it is divided into men, women, and unisex. On the basis of distribution channel, it is categorized into hypermarkets/supermarkets, specialty stores, pharmacies, online sales channels, and others. Region wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the report Avon Products Inc., Kao Corporation, L'Oreal S.A., Oriflame Cosmetics S.A., Revlon, Inc., Shiseido Company Limited, Skin Food Co., Ltd., The Estee Lauder Companies Inc., The Procter & Gamble Company and Unilever Plc.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the cosmetics market analysis from 2019 to 2027 to identify the prevailing market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

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 cosmetics market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the

global market industry.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

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

KEY MARKET SEGMENTS

By Category

Skin and sun care products

Hair care products

Deodorants & fragrances

Makeup and color cosmetics

By Gender

Men

Women

Unisex

By Distribution channel

Hypermarket/Supermarket

Specialty Stores

Pharmacies

Online sales channel

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia & New Zealand

Korea

ASEAN

Rest of Asia-pacific

LAMEA

Brazil

South Africa

Turkey

Saudi Arabia

Rest of LAMEA

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FIGURE 26.COMPARATIVE SHARE ANALYSIS FOR COSMETICS MARKET
REVENUE FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 27.COSMETICS MARKET, BY REGION, 2019 (%)

FIGURE 28.U.S. COSMETICS, 2019–2027 (\$BILLION)

FIGURE 29.CANADA COSMETICS, 2019–2027 (\$BILLION)

FIGURE 30.MEXICO COSMETICS, 2019–2027 (\$BILLION)

FIGURE 31.UK COSMETICS, 2019–2027 (\$BILLION)

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FIGURE 40.INDIA COSMETICS, 2019–2027 (\$BILLION)

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FIGURE 47.TURKEY COSMETICS, 2019–2027 (\$BILLION)

FIGURE 48.SAUDI ARABIA COSMETICS, 2019–2027 (\$BILLION)

FIGURE 49.REST OF LAMEA COSMETICS, 2019–2027 (\$BILLION)

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