

Global Cosmetics and Toiletries Market



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Over the last few years, cosmetics market has witnessed a sea change which has resulted in the entire shift in its value chain with cosmetics production being shifted to low-cost countries like India and China. At the same time new channels of distribution are emerging such as online retailing. Also, change in the consumer preferences like growing demand for natural and herbal cosmetics has forced the companies to change and adapt their strategies according to the changing consumer preferences.

The present report on Cosmetics and Toiletries talks about global market demand and prospects for the industry. Geographically it has discussed the US market, European Union, Russia, Asian markets (China, Hong Kong and Japan). In the US market various factors of the industry have been discussed such as: the overall market size, product segments, performance of the US Suncare market & market players.

The US Cosmeceuticals market in 2008 grew with highest growth rate compared to last 10 years performance, while economic slowdown left its impact over cosmeceutical demand in 2009, resulting decline in growth rate.

The US and Europe are the two leading markets for sun care products driven by rising consumer awareness about sun protection and skin health, which is fuelling growth across all segments including sun-protection and self-tanning.

There are many players operating in the cosmetics and toiletries market of which Colgate-Palmolive, Estee Lauder, L'Oreal, Procter & Gamble and Unilever (United Kingdom) represents large percent of the total market.

Russian market for cosmetics has shown a continuous growing trend from last several years, offering high potential for foreign players to participate. Key market segments are: hair care, make-up, bathing, anti-aging and anti-blemishing skin care products and cosmetics for men and children. Year 2009 registered a slowdown in the growth of cosmetics demand in Russia, affected from higher prices and weak purchasing power.

Best opportunities are expected for products that are marketed as part of a total facial care system or that target specific areas such as the eyes or other wrinkle-prone areas. China is a rapidly growing developing country which has gauge the interest of many foreign players to participate. China's cosmetics market is showing bright prospects.

The worldwide organic cosmetics demand reached to US\$-billion. EU and the US are the two highly advanced markets for organic products, which accounted for US\$~ billion (combined US and EU) in 2009.

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