

Facial Mask Market- Global Outlook and Forecast 2020-2025

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Facial Mask Market Report

The facial mask market size is expected to grow at a CAGR of over 8% during the period 2019–2025.

The use of natural ingredients based products beauty has been outperforming conventional beauty products in the last few years. Facial care products that feature natural claims are the highest selling in the global face mask market. The increasing recommendation by professionals to use organic products is driving the growth of the facial mask market. Moreover, improving lifestyles and increasing disposable incomes in the APAC region are expected to drive market growth. There has been a growing trend among consumers toward natural facial care products. As consumers opt for synthetic free beauty care products, companies are focusing on naturally-derived, sustainable alternatives without impacting on the sensory experience. One of the major reasons behind the use of organic cosmetic products is allergies caused by chemical-based cosmetic products. Besides, the awareness of hazards caused by synthetic chemicals has propelled people to shift towards natural products.

The following factors are likely to contribute to the growth of the facial mask market during the forecast period:

Increasing Demand for Organic Products

Rising Personalization of Facial Masks

Product Innovation in Skin Care

Growth in Beauty Incubators and Technological Acquisitions

The study considers the present scenario of the facial mask market and its market dynamics for the period 2019-2025. It covers a detailed overview of several market growth enablers, restraints, and trends. The study offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent ones operating in the market.

Facial Mask Market Segmentation

The global facial mask market research report includes a detailed segmentation by product type, application, distribution, geography. The sheet facial mask segment has witnessed a steady growth in the developing economies in the last few years. This factor has resulted in the increasing purchasing power of consumers, thereby boosting the purchase of sheet face mask. The rapid growth can also be attributed to the increasing disposable income among consumers, which is driving the utilization of beauty and personal care products in the global facial market. The cream mask segment is gaining pace, and businesses have started understanding the benefit of analytics in the existing highly dynamic business environment. With the increase in the volume of business data and the shift from traditional data analysis platforms to self-service business analytics, the segment is likely to observe growth.

Hydrated and well-moisturized masks segment is expected to witness high growth in APAC on account of high pollution rates and stressful lifestyles. Hence, consumers are constantly looking for products that focus on blemish/acne-prone skin, blackheads, dark circles, and sensitive skin. In Southeast Asia, Thailand is a major beauty facial mask market followed by Indonesia and the Philippines. The regions are witnessing consistent growth in the facial care market share.

Companies use different types of distribution channels, which include supermarkets, pharmacies, drug stores etc. Channels chosen for the distribution of the product are selected by manufacturing companies. Therefore, for face care products, consumers prefer to seek advice from qualified personnel that helps to review the product quality. The distribution for cosmetic products can take place via two methods - online and retail.

Segmentation by Product Type

Clay

Sheet

Peel Off

Thermal

Cream

Warm Oil

Others

Segmentation by Distribution

Retail

Online Stores

Segmentation by Application

Acne/Blemishes

Hydration & Relaxation

Brightening

Anti-aging

Others

INSIGHTS BY GEOGRAPHY

China, Japan, and South Korea are the leading three facial mask market in the Asia Pacific. Besides, the rise in male grooming products is driving growth. A high percentage of men in Asia are experimenting with skincare and cosmetic products. This is expected to increase the facial mask market growth potential. APAC is the largest facial mask market. The face mask market in India is expected to witness growth during the forecast period. The Asia pacific region is showing constant growth because of the growth in consumers. Unfavorable environmental conditions and growing skin concerns in Asia are major factors encouraging growth.

Segmentation by Geography

North America

US

Canada

APAC

China

Japan

South Korea

India

Australia

Europe

Germany

UK

France

Italy

Russia

Spain

Latin America

Brazil

Mexico

Argentina

Middle East & Africa

UAE

Saudi Arabia

South Africa

INSIGHTS BY VENDORS

The competitive landscape of global facial mask market is witnessing the entry of new companies into the industry. The local market is highly fragmented, with variation in demands. Regional companies are increasing their investments in the production of several innovative products. Key Players are entering into strategic alliances and joint ventures to manufacture innovative skincare products. The organic skincare products offer tough competition to chemical-based products. Nowadays, people are increasing the use of products with natural ingredients. Hence, the popularity of organic and natural products has boosted the facial care market growth. Avon Products, Est?e Lauder Companies, Johnson & Johnson, L'Or?al and LVMH are the leading companies in the global industry.

Prominent Vendors

Avon Products

Est?e Lauder Companies

Johnson & Johnson

L'Oréal

LVMH

Other Prominent Vendors

Arbonne International

Avalon Natural Products

Bellows Cosmetics Co. Ltd.

Boss Biological Technique

Bio Republic

Bioxidea

Cosmedix

Clarins Group

Chanel

Decolour Paris

Eminence Organics

Elizabeth Arden

ES Cosmetics

Face Shop

Guangzhou Emeline Daily Chemical

Guangzhou Soyawa Bio-Technology Company

Himalaya Drug Company

Hainan Jiebao Nonwoven Product

Innisfree Corporation

Kao Corporation

Kracie Holdings

Montagne Jeunesse

Mary Kay

Norsen Nonwoven Products

Mario Badescu Skin Care

Oskia Skincare Limited

Ren

Starskin

The Body Shop International

Tony Moly

Yunos

KEY QUESTIONS ANSWERED

1. What is the size of global facial mask market?
2. What are the key growth strategies of facial mask market players?
3. What is the market size of North America and Asia Pacific regions?

4. Which region will provide more business opportunities for face masks in future?

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