

Global Body Firming Creams Market Size Study & Forecast, By Product (Plant Extract and Non-plant Extract) By Distribution Channel (Offline and Online) and Regional Analysis, 2023-2030

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Abstracts

Global Body Firming Creams Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030.

The Body Firming Creams market encompasses skincare products designed to tighten and firm the skin, particularly in areas prone to sagging or loss of elasticity due to aging or weight fluctuations. One of the primary drivers of this market is the increasing emphasis on personal grooming and skincare routines worldwide, driven by changing beauty standards and a desire for youthful-looking skin. Additionally, the aging population in many regions has led to a growing demand for anti-aging and skin-firming solutions. Technological advancements in cosmetic formulations have also allowed for the development of more effective and targeted body firming creams, catering to specific skin concerns and delivering visible results, further boosting the market growth. Rising disposable incomes, especially in emerging economies, have also contributed to the affordability and accessibility of these products, creating opportunities for market expansion.

The body firming creams market is poised for growth due to several key trends and factors. One of the significant drivers is the rising preference for natural beauty products among consumers worldwide. This shift reflects a broader trend towards using skincare items with natural ingredients and fewer synthetic chemicals. Manufacturers are responding to this demand by offering a diverse range of products infused with organic components such as coconut, olive oil, avocado, jojoba, aloe vera, carrot seed extracts,

and sunflower. Consumers are increasingly aware of the potential drawbacks of synthetic creams, leading to a greater emphasis on the benefits of natural skincare solutions.

Another important factor contributing to market growth is the increasing adoption of online sales channels for personal care products. The widespread use of smartphones and the accessibility of e-commerce platforms have made it easier for consumers to purchase beauty products online. This trend is particularly significant in regions with a large population and growing internet penetration, such as China and India. Manufacturers are leveraging this trend by establishing their online stores and implementing omnichannel marketing strategies to reach a broader customer base. However, despite these opportunities, challenges such as high tariff rates and complex trade regulations remain significant hurdles for industry players. Overcoming these challenges will require strategic planning and collaborations to navigate international markets effectively. Overall, the combination of consumer preferences for natural products and the growth of online sales channels presents promising opportunities for the body firming creams market globally.

The key regions considered for the Global Body Firming Creams Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America emerged as the dominant region in the body firming creams market. The region's market leadership is attributed to its rapidly aging population, particularly those aged 25 and above, who constitute over 60% of the total population as of 2020. Projections indicate a significant increase in this demographic segment in the coming years. This demographic trend translates into sustained demand for anti-aging products, including body firming lotions, driving market growth across North America.

On the other hand, Asia Pacific is anticipated to exhibit the fastest Compound Annual Growth Rate (CAGR) from 2023 to 2030. The region's growth is fueled by various factors such as the rising demand for personal care products and increasing purchasing power among consumers in countries like China, Japan, India, South Korea, and Thailand. These nations, with their expanding middle-class populations and growing focus on personal grooming and wellness, present lucrative opportunities for the body firming creams industry. As disposable incomes rise and consumer awareness about skincare advances, the demand for body firming creams is expected to surge, driving market expansion in the Asia Pacific region.

Major market players included in this report are:

Clarins Group

L'Oréal S.A.

Estée Lauder Companies Inc.

Beiersdorf AG

Johnson & Johnson

Unilever PLC

Procter & Gamble Co.

Shiseido Company, Limited

Avon Products, Inc.

Kao Corporation

Global Body Firming Creams Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters to detailed information about the crucial aspects such as driving factors & challenges that will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Plant Extract

Non-plant Extract

By Distribution Channel:

Offline

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

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