

# **Global Cosmetics Face SerumMarket Size study&Forecast, byProduct Type (Eye Serum, Blemish Treatment Serum, Acne Treatment Serum, Face Sunscreen Serum, Others), by Price Point (Premium, Medium, Economy), by Gender, by Application (Households, Salons, Entertainment Industry, Others), by Distribution Channeland Regional Analysis, 2023-2030**

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## **Abstracts**

Global Cosmetics Face Serum Market is valued at approximately USD3.7 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.8% during the forecast period 2023-2030. Cosmetic Face Serums are lightweight formulations that are designed to target specific skin concerns such as wrinkles, acne, blemishes and more. Face serums are more effective than any cream as it contains concentrated active compounds to treat various skin-related issues. The Global Cosmetic Face Serum Market is growing continuously due to factors such as rising focus on skincare, increasing expenditure in skincare and growing anti-aging concerns.

In the present scenario, rising income has led to a rapid increase in increasing expenditure on skincare and personal care products. According to Statista, in the year 2020, the total revenue generated through the skincare market stood at USD 90.76 billion globally. In 2023, it rose up to USD 108.9 billion and it is projected to reach USD 130.3 billion by the year 2028. The continuous increase in the expenditure in the global Skincare and Personal Care Market has led to a simultaneous increase in the Global Cosmetic Face Serum Market as well. Moreover, customization in the formulation and rising demand for organic skincare are the opportunities for the Cosmetic Face Serum

that lead to the market growth. However, rising competition and high cost of production hinder the growth of the Cosmetics Face Serum Market throughout the forecast period of 2023-2030.

The key regions considered for the Global Cosmetics Face Serum Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market due to factors such as the rapid increase in the cases of skin-related issues, innovations in skincare formulations and high emphasis on beauty as well as personal care. Asia Pacific is expected to grow significantly over the forecast period which is driven by factors such as a rising middle-class population, increasing disposable income and a growing focus on skincare and beauty.

Major market player included in this report are:

Chanel

Estee Lauder Companies, Inc.

Beiersdorf Ag

Kose Corporation

Procter & Gamble Co.

Philosophy Inc.

L'Oreal

Kao Corporation

EMK Products, LLC

Shiseido

Recent Developments in the Market:

In August 2020, Estée Lauder introduced a new Advanced Night Repair Synchronized Recovery Serum that claimed to minimize the appearance of blemishes and uneven skin tone by 50% in 4 weeks.

In September 2020, Amway India launched Artistry Signature Select Personalized Serum which provides customized skincare products. This product is sold through Amway direct sellers and internet platforms.

#### Global Cosmetics Face Serum 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 Type, Price Point, Gender, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to 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 detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

ByProduct Type:

Eye Serum

Blemish Treatment Serum

Acne Treatment Serum

Face Sunscreen Serum

Face Moisturizer Serum

Face Self Tanning Serum

Others

By Price Point:

Premium

Medium

Economy

By Gender:

Men

Women

Unisex

By Application:

Households

Salons

Entertainment Industry

Others

By Distribution Channel:

Hypermarkets/supermarkets

Specialty Stores

Online Retail

Others

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Contents

### CHAPTER 1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot
- 1.2 Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1 Cosmetics Face Serum Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2 Cosmetics Face Serum Market, by Product Type ,2020-2030 (USD Billion)
  - 1.2.3 Cosmetics Face Serum Market, by Price Point, 2020-2030 (USD Billion)
  - 1.2.4 Cosmetics Face Serum Market, by Gender, 2020-2030 (USD Billion)
  - 1.2.5 Cosmetics Face Serum Market, by Application, 2020-2030 (USD Billion)
  - 1.2.6 Cosmetics Face Serum Market, by Distribution Channel, 2020-2030 (USD Billion)
- 1.3 Key Trends
- 1.4 Estimation Methodology
- 1.5 Research Assumption

### CHAPTER 2 GLOBAL COSMETICS FACE SERUM MARKET DEFINITION AND SCOPE

- 2.1 Objective of the Study
- 2.2 Market Definition & Scope
  - 2.2.1 Industry Evolution
  - 2.2.2 Scope of the Study
- 2.3 Years Considered for the Study
- 2.4 Currency Conversion Rates

### CHAPTER 3 GLOBAL COSMETICS FACE SERUM MARKET DYNAMICS

- 3.1 Cosmetics Face Serum Market Impact Analysis (2020-2030)
  - 3.1.1 Market Drivers
    - 3.1.1.1 Rising focus on skincare
    - 3.1.1.2 Increasing expenditure on Skin Care
    - 3.1.1.3 Growing anti-aging concerns
  - 3.1.2 Market Challenges
    - 3.1.2.1 Rising Competition
    - 3.1.2.2 High Cost of Production
  - 3.1.3 Market Opportunities
    - 3.1.3.1 Customization in formulations

### 3.1.3.2 Rising Demand for Organic Products

## **CHAPTER 4 GLOBAL COSMETICS FACE SERUM MARKET INDUSTRY ANALYSIS**

### 4.1 Porter's 5 Force Model

- 4.1.1 Bargaining Power of Suppliers
- 4.1.2 Bargaining Power of Buyers
- 4.1.3 Threat of New Entrants
- 4.1.4 Threat of Substitutes
- 4.1.5 Competitive Rivalry

### 4.2 Porter's 5 Force Impact Analysis

### 4.3 PEST Analysis

- 4.3.1 Political
- 4.3.2 Economical
- 4.3.3 Social
- 4.3.4 Technological
- 4.3.5 Environmental
- 4.3.6 Legal

### 4.4 Top investment opportunity

### 4.5 Top winning strategies

### 4.6 COVID-19 Impact Analysis

### 4.7 Disruptive Trends

### 4.8 Industry Expert Perspective

### 4.9 Analyst Recommendation & Conclusion

## **CHAPTER 5 GLOBAL COSMETICS FACE SERUM MARKET, BY PRODUCT TYPE**

### 5.1 Market Snapshot

### 5.2 Global Cosmetics Face Serum Market by Product Type, Performance - Potential Analysis

### 5.3 Global Cosmetics Face Serum Market Estimates & Forecasts by Product Type 2020-2030 (USD Billion)

### 5.4 Cosmetics Face Serum Market, Sub Segment Analysis

- 5.4.1 Eye Serum
- 5.4.2 Blemish Treatment Serum
- 5.4.3 Acne Treatment Serum
- 5.4.4 Face Sunscreen Serum
- 5.4.5 Face Moisturizer Serum
- 5.4.6 Face Self Tanning Serum



#### 5.4.7 Others

### **CHAPTER 6 GLOBAL COSMETICS FACE SERUM MARKET, BY PRICE POINT**

#### 6.1 Market Snapshot

#### 6.2 Global Cosmetics Face Serum Market by Price Point, Performance - Potential Analysis

#### 6.3 Global Cosmetics Face Serum Market Estimates & Forecasts by Price Point 2020-2030 (USD Billion)

#### 6.4 Cosmetics Face Serum Market, Sub Segment Analysis

##### 6.4.1 Premium

##### 6.4.2 Medium

##### 6.4.3 Economy

### **CHAPTER 7 GLOBAL COSMETICS FACE SERUM MARKET, BY GENDER**

#### 7.1 Market Snapshot

#### 7.2 Global Cosmetics Face Serum Market by Gender, Performance - Potential Analysis

#### 7.3 Global Cosmetics Face Serum Market Estimates & Forecasts by Gender 2020-2030 (USD Billion)

#### 7.4 Cosmetics Face Serum Market, Sub Segment Analysis

##### 7.4.1 Men

##### 7.4.2 Women

##### 7.4.3 Unisex

### **CHAPTER 8 GLOBAL COSMETICS FACE SERUM MARKET, BY APPLICATION**

#### 8.1 Market Snapshot

#### 8.2 Global Cosmetics Face Serum Market by Application, Performance - Potential Analysis

#### 8.3 Global Cosmetics Face Serum Market Estimates & Forecasts by Application 2020-2030 (USD Billion)

#### 8.4 Cosmetics Face Serum Market, Sub Segment Analysis

##### 8.4.1 Households

##### 8.4.2 Salons

##### 8.4.3 Entertainment Industry

##### 8.4.4 Others

### **CHAPTER 9 GLOBAL COSMETICS FACE SERUM MARKET, BY DISTRIBUTION**

## **CHANNEL**

- 9.1 Market Snapshot
- 9.2 Global Cosmetics Face Serum Market by Distribution Channel Performance - Potential Analysis
- 9.3 Global Cosmetics Face Serum Market Estimates & Forecasts by Distribution Channel 2020-2030 (USD Billion)
- 9.4 Cosmetics Face Serum Market, Sub Segment Analysis
  - 9.4.1 Hypermarkets/supermarkets
  - 9.4.2 Specialty Stores
  - 9.4.3 Online Retail
  - 9.4.4 Others

## **CHAPTER 10 GLOBAL COSMETICS FACE SERUM MARKET, REGIONAL ANALYSIS**

- 10.1 Top Leading Countries
- 10.2 Top Emerging Countries
- 10.3 Cosmetics Face Serum Market, Regional Market Snapshot
- 10.4 North America Cosmetics Face Serum Market
  - 10.4.1 U.S.Cosmetics Face Serum Market
    - 10.4.1.1 Product Type breakdown estimates & forecasts, 2020-2030
    - 10.4.1.2 Price Point breakdown estimates & forecasts, 2020-2030
    - 10.4.1.3 Gender breakdown estimates & forecasts, 2020-2030
    - 10.4.1.4 Application breakdown estimates & forecasts, 2020-2030
    - 10.4.1.5 Distribution Channel breakdown estimates & forecasts, 2020-2030
  - 10.4.2 CanadaCosmetics Face Serum Market
- 10.5 Europe Cosmetics Face Serum Market Snapshot
  - 10.5.1 U.K. Cosmetics Face Serum Market
  - 10.5.2 Germany Cosmetics Face Serum Market
  - 10.5.3 France Cosmetics Face Serum Market
  - 10.5.4 Spain Cosmetics Face Serum Market
  - 10.5.5 Italy Cosmetics Face Serum Market
  - 10.5.6 Rest of EuropeCosmetics Face Serum Market
- 10.6 Asia-PacificCosmetics Face Serum Market Snapshot
  - 10.6.1 China Cosmetics Face Serum Market
  - 10.6.2 India Cosmetics Face Serum Market
  - 10.6.3 JapanCosmetics Face Serum Market
  - 10.6.4 Australia Cosmetics Face Serum Market

- 10.6.5 South Korea Cosmetics Face Serum Market
- 10.6.6 Rest of Asia Pacific Cosmetics Face Serum Market
- 10.7 Latin America Cosmetics Face Serum Market Snapshot
  - 10.7.1 Brazil Cosmetics Face Serum Market
  - 10.7.2 Mexico Cosmetics Face Serum Market
- 10.8 Middle East & Africa Cosmetics Face Serum Market
  - 10.8.1 Saudi Arabia Cosmetics Face Serum Market
  - 10.8.2 South Africa Cosmetics Face Serum Market
  - 10.8.3 Rest of Middle East & Africa Cosmetics Face Serum Market

## **CHAPTER 11 COMPETITIVE INTELLIGENCE**

- 11.1 Key Company SWOT Analysis
  - 11.1.1 Company
  - 11.1.2 Company
  - 11.1.3 Company
- 11.2 Top Market Strategies
- 11.3 Company Profiles
  - 11.3.1 Chanel
    - 11.3.1.1 Key Information
    - 11.3.1.2 Overview
    - 11.3.1.3 Financial (Subject to Data Availability)
    - 11.3.1.4 Product Summary
    - 11.3.1.5 Recent Developments
  - 11.3.2 Estee Lauder Companies, Inc
  - 11.3.3 Beiersdorf Ag
  - 11.3.4 Kose Corporation
  - 11.3.5 Procter & Gamble Co.
  - 11.3.6 Philosophy Inc.
  - 11.3.7 L'Oreal
  - 11.3.8 Kao Corporation
  - 11.3.9 EMK Products, LLC
  - 11.3.10 Shiseido

## **CHAPTER 12 RESEARCH PROCESS**

- 12.1 Research Process
  - 12.1.1 Data Mining
  - 12.1.2 Analysis

- 12.1.3 Market Estimation
- 12.1.4 Validation
- 12.1.5 Publishing
- 12.2 Research Attributes
- 12.3 Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1 Global Cosmetics Face Serum Market, report scope

TABLE 2 Global Cosmetics Face Serum Market estimates & forecasts by  
Region 2020-2030 (USD Billion)

TABLE 3 Global Cosmetics Face Serum Market estimates & forecasts by Product Type  
2020-2030 (USD Billion)

TABLE 4 Global Cosmetics Face Serum Market estimates & forecasts by Price Point  
2020-2030 (USD Billion)

TABLE 5 Global Cosmetics Face Serum Market estimates & forecasts by Gender  
2020-2030 (USD Billion)

TABLE 6 Global Cosmetics Face Serum Market estimates & forecasts by Application  
2020-2030 (USD Billion)

TABLE 7 Global Cosmetics Face Serum Market estimates & forecasts by Distribution  
Channel 2020-2030 (USD Billion)

TABLE 8 Global Cosmetics Face Serum Market by segment, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 9 Global Cosmetics Face Serum Market by region, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 10 Global Cosmetics Face Serum Market by segment, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 11 Global Cosmetics Face Serum Market by region, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 12 Global Cosmetics Face Serum Market by segment, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 13 Global Cosmetics Face Serum Market by region, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 14 Global Cosmetics Face Serum Market by segment, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 15 Global Cosmetics Face Serum Market by region, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 16 Global Cosmetics Face Serum Market by segment, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 17 Global Cosmetics Face Serum Market by region, estimates & forecasts,  
2020-2030 (USD Billion)

TABLE 18 U.S. Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD  
Billion)

TABLE 19 U.S. Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 20 U.S. Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 21 Canada Cosmetics Face Serum Market estimates & forecasts, 2020-2030  
(USD Billion)

TABLE 22 Canada Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 23 Canada Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 24 UK Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD  
Billion)

TABLE 25 UK Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 26 UK Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 27 Germany Cosmetics Face Serum Market estimates & forecasts, 2020-2030  
(USD Billion)

TABLE 28 Germany Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 29 Germany Cosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 30 France Cosmetics Face Serum Market estimates & forecasts, 2020-2030  
(USD Billion)

TABLE 31 FranceCosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 32 FranceCosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 33 ItalyCosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD  
Billion)

TABLE 34 ItalyCosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 35 ItalyCosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 36 SpainCosmetics Face Serum Market estimates & forecasts, 2020-2030  
(USD Billion)

TABLE 37 SpainCosmetics Face Serum Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 38 SpainCosmetics Face Serum Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 39 RoECosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40 RoECosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41 RoECosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42 China Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43 China Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44 China Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45 India Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46 India Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47 India Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48 Japan Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49 Japan Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50 Japan Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51 South Korea Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52 South Korea Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53 South Korea Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54 Australia Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55 Australia Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56 Australia Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57 RoAPACCosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)



TABLE 58 RoAPACCosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59 RoAPACCosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60 Brazil Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61 Brazil Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62 Brazil Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63 Mexico Cosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64 Mexico Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65 Mexico Cosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66 RoLACosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 67 RoLACosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68 RoLACosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69 Saudi ArabiaCosmetics Face Serum Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 70 South AfricaCosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 71 RoMEACosmetics Face Serum Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 72 List of secondary sources, used in the study of global Cosmetics Face Serum Market

TABLE 73 List of primary sources, used in the study of global Cosmetics Face Serum Market

TABLE 74 Years considered for the study

TABLE 75 Exchange rates considered

List of tables and figures are dummy in nature, final lists may vary in the final deliverable



## List Of Figures

### LIST OF FIGURES

- FIG 1 Global Cosmetics Face Serum Market, research methodology
  - FIG 2 Global Cosmetics Face Serum Market, Market estimation techniques
  - FIG 3 Global Market size estimates & forecast methods
  - FIG 4 Global Cosmetics Face Serum Market, key trends 2022
  - FIG 5 Global Cosmetics Face Serum Market, growth prospects 2023-2030
  - FIG 6 Global Cosmetics Face Serum Market, porters 5 force model
  - FIG 7 Global Cosmetics Face Serum Market, pest analysis
  - FIG 8 Global Cosmetics Face Serum Market, value chain analysis
  - FIG 9 Global Cosmetics Face Serum Market by segment, 2020& 2030 (USD Billion)
  - FIG 10 Global Cosmetics Face Serum Market by segment, 2020& 2030 (USD Billion)
  - FIG 11 Global Cosmetics Face Serum Market by segment, 2020& 2030 (USD Billion)
  - FIG 12 Global Cosmetics Face Serum Market by segment, 2020& 2030 (USD Billion)
  - FIG 13 Global Cosmetics Face Serum Market by segment, 2020& 2030 (USD Billion)
  - FIG 14 Global Cosmetics Face Serum Market, regional snapshot 2020& 2030
  - FIG 15 North America Cosmetics Face Serum Market2020& 2030 (USD Billion)
  - FIG 16 Europe Cosmetics Face Serum Market2020& 2030 (USD Billion)
  - FIG 17 Asia pacific Cosmetics Face Serum Market2020& 2030 (USD Billion)
  - FIG 18 Latin America Cosmetics Face Serum Market2020& 2030 (USD Billion)
  - FIG 19 Middle East &AfricaCosmetics Face Serum Market 2020& 2030 (USD Billion)
- List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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