

# **Global Face Mask Market Size study & Forecast, by Product Type (Sheet Mask, Wash-off Mask/Leave-in Mask), by Distribution Channel (Supermarkets/Hypermarkets, Convenience/Grocery Stores, Specialty Stores, Online Retail Stores, Other Distribution Channels) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Face Mask Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.46% over the forecast period 2023-2030. A face mask is a skincare product applied to the face to improve the overall appearance and health of the skin. Unlike medical or protective masks, beauty face masks are not intended for respiratory protection but rather focus on nourishing and enhancing the skin's condition. Beauty face masks are typically left on the skin for a specified time, allowing the active ingredients to penetrate and address specific skincare concerns such as hydration, brightening, firming, soothing, or purifying the skin. They are commonly used as part of a skincare routine to provide a rejuvenating and relaxing experience while promoting a healthy and radiant complexion. The market drivers boosting the growth of face mask market are rising beauty and skincare market and disposable income.

According to Statista, the Beauty & Personal Care market is projected to reach a revenue of USD 579.20 billion in 2023, with an expected annual growth rate of 3.53% (CAGR 2023-2028). The largest segment within this market is Personal Care, accounting for a market volume of USD 253.30 billion in 2023. Online sales are anticipated to contribute 27.5% of the total revenue in the Beauty & Personal Care market by 2023. Moreover, rise in E-commerce and online platforms and product

diversification and innovation in face masks is expected to create lucrative opportunities in the market. However, the intense competition from new entrants as well as established market players, skin sensitivity and allergies stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Face Mask Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the dominance of consumer face including both the United States and Canada, high disposable income, and significant emphasis on personal health and wellness. However, Asia Pacific is expected to become the fastest growing during the forecast period, owing to factors such as increasing credibility on social media and influencers who suggest face masks, rising e-commerce and online retailing and increasing influence of K-Beauty and J-Beauty trends.

Major market player included in this report are:

L'Oreal SA

Reckitt Benckiser Group PLC

Johnson & Johnson Inc.

Proctor & Gamble Co.

Natura & Co.

The Estee Lauder Companies Inc.

Eminence Organic Skin Care

Himalaya Inc.

Shiseido Company Limited

Kao Corporation

Recent Developments in the Market:

In January 2022, Oscar Mayer collaborated with Seoul Mamas, a Korean beauty and skincare company based in St. Louis, to introduce their new hydrogel sheet face masks inspired by bologna. The product is now available for purchase on Amazon in the United States.

In August 2021, Kanebo, a division of Kao Corporation, launched their sheet mask called the Smile Performer. This innovative product features sheets made exclusively from cotton by-products, offering biodegradable properties that contribute to a reduced environmental impact.

Global Face Mask 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, 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:

By Product Type:

Sheet Mask

Wash-off Mask/Leave-in Mask

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience/Grocery Stores

Specialty Stores

Online Retail Stores

Other Distribution Channels

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. Face Mask Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2. Face Mask Market, by Product Type, 2020-2030 (USD Billion)
  - 1.2.3. Face Mask Market, by Distribution Channel, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL FACE MASK 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 FACE MASK MARKET DYNAMICS

- 3.1. Face Mask Market Impact Analysis (2020-2030)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising Beauty and Personal Care market
    - 3.1.1.2. Rising disposable income
  - 3.1.2. Market Challenges
    - 3.1.2.1. Intense competition from new entrants as well as established market players
    - 3.1.2.2. Skin sensitivity and allergies
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rise of E-commerce and online platforms
    - 3.1.3.2. Product diversification and innovation in face masks

### CHAPTER 4. GLOBAL FACE MASK 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 FACE MASK MARKET, BY PRODUCT TYPE**

- 5.1. Market Snapshot
- 5.2. Global Face Mask Market by Product Type, Performance - Potential Analysis
- 5.3. Global Face Mask Market Estimates & Forecasts by Product Type 2020-2030 (USD Billion)
- 5.4. Face Mask Market, Sub Segment Analysis
  - 5.4.1. Sheet Mask
  - 5.4.2. Wash-off Mask/Leave-in Mask

## **CHAPTER 6. GLOBAL FACE MASK MARKET, BY DISTRIBUTION CHANNEL**

- 6.1. Market Snapshot
- 6.2. Global Face Mask Market by Distribution Channel, Performance - Potential Analysis
- 6.3. Global Face Mask Market Estimates & Forecasts by Distribution Channel 2020-2030 (USD Billion)
- 6.4. Face Mask Market, Sub Segment Analysis
  - 6.4.1. Supermarkets/Hypermarkets
  - 6.4.2. Convenience/Grocery Stores

- 6.4.3. Specialty Stores
- 6.4.4. Online Retail Stores
- 6.4.5. Other Distribution Channels

## **CHAPTER 7. GLOBAL FACE MASK MARKET, REGIONAL ANALYSIS**

- 7.1. Top Leading Countries
- 7.2. Top Emerging Countries
- 7.3. Face Mask Market, Regional Market Snapshot
- 7.4. North America Face Mask Market
  - 7.4.1. U.S. Face Mask Market
    - 7.4.1.1. Product Type breakdown estimates & forecasts, 2020-2030
    - 7.4.1.2. Distribution Channel breakdown estimates & forecasts, 2020-2030
  - 7.4.2. Canada Face Mask Market
- 7.5. Europe Face Mask Market Snapshot
  - 7.5.1. U.K. Face Mask Market
  - 7.5.2. Germany Face Mask Market
  - 7.5.3. France Face Mask Market
  - 7.5.4. Spain Face Mask Market
  - 7.5.5. Italy Face Mask Market
  - 7.5.6. Rest of Europe Face Mask Market
- 7.6. Asia-Pacific Face Mask Market Snapshot
  - 7.6.1. China Face Mask Market
  - 7.6.2. India Face Mask Market
  - 7.6.3. Japan Face Mask Market
  - 7.6.4. Australia Face Mask Market
  - 7.6.5. South Korea Face Mask Market
  - 7.6.6. Rest of Asia Pacific Face Mask Market
- 7.7. Latin America Face Mask Market Snapshot
  - 7.7.1. Brazil Face Mask Market
  - 7.7.2. Mexico Face Mask Market
- 7.8. Middle East & Africa Face Mask Market
  - 7.8.1. Saudi Arabia Face Mask Market
  - 7.8.2. South Africa Face Mask Market
  - 7.8.3. Rest of Middle East & Africa Face Mask Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis

- 8.1.1. Company
- 8.1.2. Company
- 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. L'Oreal SA
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Recent Developments
  - 8.3.2. Reckitt Benckiser Group PLC
  - 8.3.3. Johnson & Johnson Inc.
  - 8.3.4. Proctor & Gamble Co.
  - 8.3.5. Natura & Co.
  - 8.3.6. The Estee Lauder Companies Inc.
  - 8.3.7. Eminence Organic Skin Care
  - 8.3.8. Himalaya Inc.
  - 8.3.9. Shiseido Company Limited
  - 8.3.10. Kao Corporation

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption
- 12. List of Tables

TABLE 1. Global Face Mask Market, report scope

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

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

TABLE 4. Global Face Mask Market estimates & forecasts by Distribution Channel 2020-2030 (USD Billion)



TABLE 5. Global Face Mask Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 6. Global Face Mask Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Face Mask Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Face Mask Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Face Mask Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Face Mask Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Face Mask Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Face Mask Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Face Mask Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Face Mask Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. U.S. Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 17. U.S. Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. Canada Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 19. Canada Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20. Canada Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. UK Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 22. UK Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23. UK Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. Germany Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 25. Germany Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26. Germany Face Mask Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 27. France Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 28. France Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29. France Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. Italy Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 31. Italy Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32. Italy Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Spain Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 34. Spain Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35. Spain Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. RoE Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 37. RoE Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38. RoE Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. China Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40. China Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. China Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. India Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43. India Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. India Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. Japan Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46. Japan Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. Japan Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. South Korea Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49. South Korea Face Mask Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 50. South Korea Face Mask Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 51. Australia Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52. Australia Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. Australia Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. RoAPAC Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55. RoAPAC Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. RoAPAC Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. Brazil Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58. Brazil Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Brazil Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Mexico Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61. Mexico Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. Mexico Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. RoLA Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64. RoLA Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. RoLA Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. Saudi Arabia Face Mask Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 67. South Africa Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68. RoMEA Face Mask Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. 12. List of secondary sources, used in the study of global Face Mask Market

TABLE 70. 12. List of primary sources, used in the study of global Face Mask Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

12. List of tables and figures and dummy in nature, final lists may vary in the final

deliverable

## 12. List of figures

FIG 1. Global Face Mask Market, research methodology

FIG 2. Global Face Mask Market, Market estimation techniques

FIG 3. Global Market size estimates & forecast methods

FIG 4. Global Face Mask Market, key trends 2022

FIG 5. Global Face Mask Market, growth prospects 2023-2030

FIG 6. Global Face Mask Market, porters 5 force model

FIG 7. Global Face Mask Market, pest analysis

FIG 8. Global Face Mask Market, value chain analysis

FIG 9. Global Face Mask Market by segment, 2020 & 2030 (USD Billion)

FIG 10. Global Face Mask Market by segment, 2020 & 2030 (USD Billion)

FIG 11. Global Face Mask Market by segment, 2020 & 2030 (USD Billion)

FIG 12. Global Face Mask Market by segment, 2020 & 2030 (USD Billion)

FIG 13. Global Face Mask Market by segment, 2020 & 2030 (USD Billion)

FIG 14. Global Face Mask Market, regional snapshot 2020 & 2030

FIG 15. North America Face Mask Market 2020 & 2030 (USD Billion)

FIG 16. Europe Face Mask Market 2020 & 2030 (USD Billion)

FIG 17. Asia pacific Face Mask Market 2020 & 2030 (USD Billion)

FIG 18. Latin America Face Mask Market 2020 & 2030 (USD Billion)

FIG 19. Middle East & Africa Face Mask Market 2020 & 2030 (USD Billion)

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

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