

Global Hydrogel Face Mask Market Size study & Forecast, by Product (Mass, Premium), by Application (Skin Brightening, Anti-Aging, Anti-Acne, Others), by Skin Type (Dry, Oily, All), by Type (Natural/Bio-Cellulose based, Synthetic Polymers based), by Distribution Channel (Hypermarkets & Supermarket, Specialty Stores, Pharmacy & Drug Stores, Online, Others (Convenience Store)) and Regional Analysis, 2022-2029

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Abstracts

Global Hydrogel Face Mask Market is valued at approximately USD 94.96 million in 2021 and is anticipated to grow with a healthy growth rate of more than 10.8% over the forecast period 2022-2029. Dry skin is rapidly quenched by a hydrogel mask, making it moisturised, smooth, and supple. Premium hydrogel face masks have been increasingly popular among consumers all over the world in recent years. During the anticipated period of 2022–2029, the market expansion will be driven by rising consumer spending on beauty care products and rising awareness of the importance of skincare. The pandemic had an effect on major market companies like Johnson & Johnson, Unilever, TULA Skincare, and 111SKIN. To obtain a competitive edge in the industry, however, market participants were concentrating on product innovation and new product launches.

It is projected that one of the main factors promoting market expansion in the upcoming years will continue to be the premiumization of the product in terms of effectiveness and environmental friendliness. Sustainability and concern for the environment are predicted to have a big impact on the materials used to make these products, the active

substances they contain, and even the packaging. In January 2022, Seoul Mamas, a U.S.-based manufacturer of private-label Korean beauty products, teamed up with Oscar Mayer to create hydrogel sheet masks that reduce inflammation, increase hydration, and support skin suppleness. Along with this, consumer demand for the product has increased as a result of the many dangerous pollutants and debris that have been produced as a result of rising air pollution. For instance, the data from the State of Global Air 2019 study by the Health Effects Institute and the Institute for Health Metrics and Evaluation indicates that almost 90% of people worldwide reside in areas where the WHO's recommended level of healthy air is exceeded. However, the high cost of Hydrogel Face Masks stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Hydrogel Face Mask Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Throughout the forecast period of 2022–2029, North America is expected to retain a significant market share. The rapid expansion of barbershops and beauty parlours has boosted product usage and made a substantial contribution to the market's expansion. Due to the growing youth population, Asia Pacific is predicted to have a significant presence in the hydrogel face mask market. For example, Central and South-East Asia have 361 million young people, whereas South-East Asia and Eastern have 307 million, according to data from the United Nations Economic and Social Affairs as of August 2019. Demand is also projected to increase due to the region's growing use of cosmetic items as a result of growing skin health concerns. For instance, the Economic Times reported in February 2018 that the Indian market for cosmeceuticals and cosmetics is estimated to be worth USD 6.5 billion.

Major market players included in this report are:

Heritage Brands

Unilever

L'oréal Groupe

111SKIN

Johnson & Johnson

Minerva Research Labs

TULA Life

Ensbeauty Group

Natural Face Lift Company

BIOEFFECT

Recent Developments in the Market:

Lavender Youth Miracle Facial Hydrogel Mask and Glowing Potion Hydrogel Facial Mask were both released by Maskologist in August 2019.

The matcha bubble sheet mask Quench Bravocado Brightening Under Eye Hydrogel Mask” was introduced by Quench Botanics in February 2022.

Global Hydrogel Face Mask Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Product, Application, Skin Type, Type, Distribution Channel, Region

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

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:

Mass

Premium

By Application:

Skin Brightening

Anti-Aging

Anti-Acne

Others

By Skin Type:

Dry

Oily
All

By Type:

Natural/Bio-Cellulose based

Synthetic Polymers based

By Distribution Channel:

Hypermarkets & Supermarkets

Specialty Stores

Pharmacy & Drug Stores

Online

Others (Convenience Stores)

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

RoLA

Rest of the World

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