

Global Lip Care Products Market Size study, by Product (Non-Medicated, Therapeutic & Medicated, and Sun Protection), End User (Male and Female), Distribution Channel (Offline and Online) and Regional Forecasts 2021-2027

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Abstracts

Global Lip Care Products Market is valued approximately USD 0.821 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 7.34 % over the forecast period 2021-2027. The increasing awareness regarding personal care and grooming, increase of health and beauty conscious people, changing lifestyle and urbanization are some of the factors driving the market growth for lip care products. The increasing awareness about the harmful effects of UV rays and increasing popularity of skin care products and benefits of SPF has also led to the growth of lip care products market. As per the report of Global Wellness Institute, the personal care, beauty and anti-aging industry accounted to \$1083 billion in 2018. According to a report of iGEM 2020, more than 120 million litres of sun care products are sold every year. However, side effects of chemicals used which not only harms the lips but also increases the risk of cancer and the high costs associated with the premium quality lip care products hinders the growth of the market over the forecast period of 2021-2027. Also, the rising demand for organic products is anticipated to present new entrants and innovative products and the availability of a variety of products is expected to increase the overall demand in the forthcoming years.

The geographical analysis of global Lip Care Products market is done for the key region such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific holds the highest amount of market share across the world because of the increasing awareness of the personal care and grooming products and prominent celebrity endorsements in the region increased the market growth across the region.

Whereas, North America is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027. Factors such as high demand of lip care product and increasing awareness of natural and SPF products would create high growth opportunities for the Lip Care Products market across North American region.

Major market player included in this report are:

L'Oréal S.A.

Avon Products, Inc.

Unilever PLC

Revlon, Inc.

The Clorox Company

Kao Corporation

Beiersdorf AG

The Himalaya Drug Company

The Procter & Gamble Company

Pfizer Inc.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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:

Non-Medicated

Therapeutic & Medicated

Sun Protection

By End User:

Male

Female

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

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Lip Care Products Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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