

Global Makeup Remover Market Size study, By Product Type (Clothes and Towelettes, Liquids, Pads, Cleansers, Other Types), By Sales Channel (Specialty Stores, Modern Trade, Departmental Store, Drug Stores, Online Retailers, Other Sales Channel), By Application (Face, Lips, and Eyes), and Regional Forecasts 2020-2027

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Abstracts

Global Makeup Remover Market is valued approximately at USD 1.94 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 7.86% over the forecast period 2020-2027. With the launch of new beauty products by cosmetic manufacturers, the world's color cosmetics market is experiencing a major transition. This has given the growing use of cosmetics by multiple age groups a boost. Over the past decade, the rising number of working women has grown. This has caused the use of numerous skins, mouth, and overall face makeup items. The theme of appearing beautiful, competent and charming couples with increasing spending has led the use of beauty products to concentrate on re-innovation by manufacturers. Premiumization and increased consumer penetration due to digitalization is another factor leading to the growth in cosmetics consumption during the forecast timeframe. The digital revolution is expected to push the cosmetic industry immensely, according to L'Oréal, one of the major global cosmetics manufacturers, as e-commerce allows them enter markets that are not currently available. These variables are projected to improve the overall growth of skin care items, thus boosting the market for removal of makeup. In addition, the demand for skin care products has witnessed growth, especially among the male population. Men would typically use concealer to conceal their blemishes or a makeup to enhance their skin tone, according to Garrett Munce, grooming director at GQ, U.S. Items like concealers include titanium di-oxide, which, if used excessively, helps to

darken the skin in the long term. Therefore, for males too, skin care has become important. During the forecast period, this is expected to improve product demand. In addition, global manufacturers are focused on enhancing the use of cosmetics by opening make-up stores. In 2018, L'Oréal partnered up with AS Watson Company, one of the leading health and beauty retailer companies, to launch a new makeup store in China. Similar stores are opened in multiple regions to allow consumers access to a range of make-up items and a premium make-up experience. These stores also provide in-store makeup artists for consultation. This is expected to boost off-line sales of cosmetics, which will boost demand growth over the projected period. However, makeup remover can cause irritation to the skin which may further restrain the market share over the forecast period.

The regional analysis of global Makeup Remover Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific accounted for the largest market share in 2018 owing to the rapid urbanization, increasing population and awareness of various skin care products are driving the demand in this region. In addition, the rising influence of western culture, the urge to beautify the skin and the strengthened penetration of global players in countries such as China, Japan, India and Hong Kong are expected to fuel market growth. In addition, men in this area are becoming increasingly aware of their skin texture and are adopting skincare products, thereby affecting market development.

Major market player included in this report are:

L'Oréal Group

Johnsons & Johnsons

Bare Escentuals, Inc.

Shiseido

P&G

Unilever

Estée Lauder Companies Inc.

Urban Decay Cosmetics.

Bobbi Brown Professional Cosmetics, Inc.

Avon Products Inc.

LVMH

Kimberly-Clark

Beiersdorf

Revlon Group

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 Type:

Clothes and Towelettes

Liquids

Pads

Cleansers

Other Types

By Sales Channel:

Specialty Stores

Modern Trade

Departmental Store

Drug Stores

Online Retailers

Other Sales Channel

By Application:

Face

Lips

Eyes

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 – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Makeup Remover 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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
 - 1.2.1. Makeup Remover Market, by Region, 2018-2027 (USD Billion)
 - 1.2.2. Makeup Remover Market, by Product Type, 2018-2027 (USD Billion)
 - 1.2.3. Makeup Remover Market, by Sales Channel, 2018-2027 (USD Billion)
 - 1.2.4. Makeup Remover Market, by Application, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL MAKEUP REMOVER MARKET DEFINITION & SCOPE

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

CHAPTER 3. GLOBAL MAKEUP REMOVER MARKET DYNAMICS

- 3.1. Makeup Remover Market Impact Analysis (2018-2027)
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. GLOBAL MAKEUP REMOVER 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
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)

4.2. PEST Analysis

4.2.1. Political

4.2.2. Economical

4.2.3. Social

4.2.4. Technological

4.3. Investment Adoption Model

4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL MAKEUP REMOVER MARKET, BY PRODUCT TYPE

5.1. Market Snapshot

5.2. Global Makeup Remover Market by Product Type, Performance - Potential Analysis

5.3. Global Makeup Remover Market Estimates & Forecasts by Product Type, 2017-2027 (USD Billion)

5.4. Makeup Remover Market, Sub Segment Analysis

5.4.1. Clothes and Towelettes

5.4.2. Liquids

5.4.3. Pads

5.4.4. Cleansers

5.4.5. Other Types

CHAPTER 6. GLOBAL MAKEUP REMOVER MARKET, BY SALES CHANNEL

6.1. Market Snapshot

6.2. Global Makeup Remover Market by Sales Channel, Performance- Potential Analysis

6.3. Global Makeup Remover Market Estimates & Forecasts by Sales Channel 2017-2027 (USD Billion)

6.4. Makeup Remover Market, Sub Segment Analysis

6.4.1. Specialty Stores

6.4.2. Modern Trade

6.4.3. Departmental Store

6.4.4. Drug Stores

6.4.5. Online Retailers

6.4.6. Other Sales Channel

CHAPTER 7. GLOBAL MAKEUP REMOVER MARKET, BY APPLICATION

7.1. Market Snapshot

7.2. Global Makeup Remover Market by Sales Channel, Performance- Potential Analysis

7.3. Global Makeup Remover Market Estimates & Forecasts by Sales Channel 2017-2027 (USD Billion)

7.4. Makeup Remover Market, Sub Segment Analysis

7.4.1. Face

7.4.2. Lips

7.4.3. Eyes

CHAPTER 8. GLOBAL MAKEUP REMOVER MARKET, REGIONAL ANALYSIS

8.1. Makeup Remover Market, Regional Market Snapshot

8.2. North America Makeup Remover Market

8.2.1. U.S. Makeup Remover Market

8.2.1.1. Product Type breakdown estimates & forecasts, 2017-2027

8.2.1.2. Sales Channel breakdown estimates & forecasts, 2017-2027

8.2.1.3. Application breakdown estimates & forecasts, 2017-2027

8.2.2. Canada Makeup Remover Market

8.3. Europe Makeup Remover Market Snapshot

8.3.1. U.K. Makeup Remover Market

8.3.2. Germany Makeup Remover Market

8.3.3. France Makeup Remover Market

8.3.4. Spain Makeup Remover Market

8.3.5. Italy Makeup Remover Market

8.3.6. Rest of Europe Makeup Remover Market

8.4. Asia-Pacific Makeup Remover Market Snapshot

8.4.1. China Makeup Remover Market

8.4.2. India Makeup Remover Market

8.4.3. Japan Makeup Remover Market

8.4.4. Australia Makeup Remover Market

8.4.5. South Korea Makeup Remover Market

8.4.6. Rest of Asia Pacific Makeup Remover Market

8.5. Latin America Makeup Remover Market Snapshot

8.5.1. Brazil Makeup Remover Market

8.5.2. Mexico Makeup Remover Market

8.6. Rest of The World Makeup Remover Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. Company Profiles
 - 9.2.1. L'Oréal Group
 - 9.2.1.1. Key Information
 - 9.2.1.2. Overview
 - 9.2.1.3. Financial (Subject to Data Availability)
 - 9.2.1.4. Industry Summary
 - 9.2.1.5. Recent Developments
 - 9.2.2. Johnsons & Johnsons
 - 9.2.3. Bare Escentuals, Inc.
 - 9.2.4. Shiseido
 - 9.2.5. P&G
 - 9.2.6. Unilever
 - 9.2.7. Estée Lauder Companies Inc.
 - 9.2.8. Urban Decay Cosmetics.
 - 9.2.9. Bobbi Brown Professional Cosmetics, Inc.
 - 9.2.10. Avon Products Inc.
 - 9.2.11. LVMH
 - 9.2.12. Kimberly-Clark
 - 9.2.13. Beiersdorf
 - 9.2.14. Revlon Group

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. GLOBAL MAKEUP REMOVER MARKET, REPORT SCOPE

TABLE 2. GLOBAL MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY REGION 2017-2027 (USD BILLION)

TABLE 3. GLOBAL MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY PRODUCT TYPE 2017-2027 (USD BILLION)

TABLE 4. GLOBAL MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SALES CHANNEL 2017-2027 (USD BILLION)

TABLE 5. GLOBAL MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY APPLICATION 2017-2027 (USD BILLION)

TABLE 6. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 7. GLOBAL MAKEUP REMOVER MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 8. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 9. GLOBAL MAKEUP REMOVER MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 10. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 11. GLOBAL MAKEUP REMOVER MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 12. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 13. GLOBAL MAKEUP REMOVER MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 14. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 15. GLOBAL MAKEUP REMOVER MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 16. U.S. MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 17. U.S. MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 18. U.S. MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 19. CANADA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 20. CANADA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 21. CANADA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 22. UK MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 23. UK MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 24. UK MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 25. GERMANY MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 26. GERMANY MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 27. GERMANY MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 28. ROE MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 29. ROE MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 30. ROE MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 31. CHINA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 32. CHINA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 33. CHINA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 34. INDIA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 35. INDIA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 36. INDIA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 37. JAPAN MAKEUP REMOVER MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 38. JAPAN MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY

SEGMENT 2017-2027 (USD BILLION)

TABLE 39. JAPAN MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 40. ROAPAC MAKEUP REMOVER MARKET ESTIMATES & FORECASTS,
2017-2027 (USD BILLION)

TABLE 41. ROAPAC MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 42. ROAPAC MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 43. BRAZIL MAKEUP REMOVER MARKET ESTIMATES & FORECASTS,
2017-2027 (USD BILLION)

TABLE 44. BRAZIL MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 45. BRAZIL MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 46. MEXICO MAKEUP REMOVER MARKET ESTIMATES & FORECASTS,
2017-2027 (USD BILLION)

TABLE 47. MEXICO MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 48. MEXICO MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 49. ROLA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS,
2017-2027 (USD BILLION)

TABLE 50. ROLA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 51. ROLA MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 52. ROW MAKEUP REMOVER MARKET ESTIMATES & FORECASTS,
2017-2027 (USD BILLION)

TABLE 53. ROW MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 54. ROW MAKEUP REMOVER MARKET ESTIMATES & FORECASTS BY
SEGMENT 2017-2027 (USD BILLION)

TABLE 55. LIST OF SECONDARY SOURCES, USED IN THE STUDY OF GLOBAL
MAKEUP REMOVER MARKET

TABLE 56. LIST OF PRIMARY SOURCES, USED IN THE STUDY OF GLOBAL
MAKEUP REMOVER MARKET

TABLE 57. YEARS CONSIDERED FOR THE STUDY

TABLE 58. EXCHANGE RATES CONSIDERED

List Of Figures

LIST OF FIGURES

FIG 1. GLOBAL MAKEUP REMOVER MARKET, RESEARCH METHODOLOGY

FIG 2. GLOBAL MAKEUP REMOVER MARKET, MARKET ESTIMATION
TECHNIQUES

FIG 3. GLOBAL MARKET SIZE ESTIMATES & FORECAST METHODS

FIG 4. GLOBAL MAKEUP REMOVER MARKET, KEY TRENDS 2019

FIG 5. GLOBAL MAKEUP REMOVER MARKET, GROWTH PROSPECTS 2020-2027

FIG 6. GLOBAL MAKEUP REMOVER MARKET, PORTERS 5 FORCE MODEL

FIG 7. GLOBAL MAKEUP REMOVER MARKET, PEST ANALYSIS

FIG 8. GLOBAL MAKEUP REMOVER MARKET, VALUE CHAIN ANALYSIS

FIG 9. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, 2017 & 2027 (USD
BILLION)

FIG 10. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, 2017 & 2027 (USD
BILLION)

FIG 11. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, 2017 & 2027 (USD
BILLION)

FIG 12. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, 2017 & 2027 (USD
BILLION)

FIG 13. GLOBAL MAKEUP REMOVER MARKET BY SEGMENT, 2017 & 2027 (USD
BILLION)

FIG 14. GLOBAL MAKEUP REMOVER MARKET, REGIONAL SNAPSHOT 2017 &
2027

FIG 15. NORTH AMERICA MAKEUP REMOVER MARKET 2017 & 2027 (USD
BILLION)

FIG 16. EUROPE MAKEUP REMOVER MARKET 2017 & 2027 (USD BILLION)

FIG 17. ASIA PACIFIC MAKEUP REMOVER MARKET 2017 & 2027 (USD BILLION)

FIG 18. LATIN AMERICA MAKEUP REMOVER MARKET 2017 & 2027 (USD BILLION)

FIG 19. GLOBAL MAKEUP REMOVER MARKET, COMPANY MARKET SHARE
ANALYSIS (2019)

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