

# **Global Night Cream Market Size study, By Product Type (Moisturizing Cream, Anti-Aging Cream, and Skin Whitening Cream), and Distribution Channel (Retail Pharmacies, Supermarket/Hypermarket, Convenience Stores, and E-commerce), and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Night Cream Market is valued approximately at USD 7.54 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 6.25% over the forecast period 2020-2027. Night creams are a type of cosmetic product containing a high concentration of moisturizing components. These are used mostly as a moisturizer, whitening agent for the skin, and anti-aging cream. The established players in the cosmetic & skin care industry and new competitors have been pushed to enter the night cream market by a dramatic growth in demand for night creams. They are attempting to reach various markets that deals with various skin-related problems, such as deep hydration, skin lightening, elasticity maintenance, even texture and soft and supple skin. Due to the growth seen in internet delivery networks, the ease of calculating the quality of goods available in supermarkets and specialty stores and the increasing worries regarding damaged skin and ageing, several opportunities are created. Increased levels of emissions across urban areas have increased skin-related problems dramatically. This has severely impacted working communities suffering numerous skin-related issues such as dullness, acne rosacea, tanning, among others. Consumers are searching for more improved and skin-friendly beauty products to solve these concerns and can be seen as an important solution to conventional all-purpose cosmetics. Thanks to their superior qualities, such as super moisturizing, skin whitening, and anti-aging advantages, consumers are more drawn towards night creams. The online distribution of non-grocery products has risen by 12.5 percent, according to a Financial

Times survey, leading to about 24.1 percent of overall revenue. Owing to a vast number of buyers ordering the goods through mail order platforms and online distribution channels, the cosmetic industry has been heavily impacted by counterfeit activities. Moreover, the lack of brand loyalty by customers buying night creams and other cosmetic items is also responsible for the reduced market penetration. Innovative strategies such as new product launches with natural ingredients, regular cosmetic products, and appealing packaging, have been adopted by the manufacturing companies to boost the sales of their cosmetic products. For instance, in November 2018, Amway launched new products in day cream, night cream, and face wash segment targeting around INR 50 billion in sales by 2025.

The regional analysis of global Night Cream Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. The demand for night creams in Asia Pacific is growing increasingly due to growing issues amongst people with skin problems and rising awareness of skin care and beauty products. In addition, regional demand growth is projected as a result of steps taken by major manufacturers to introduce new products in the category.

Major market player included in this report are:

Shiseido Co. Ltd.

Solstice Holding Inc.

Estee Lauder Companies Inc.

L'Oreal S.A.

Clinique Laboratories, LLC

Procter & Gamble Co.

Unilever PLC

Beiersdorf AG

Avon Products Inc.

Himalaya Global Holdings Ltd.

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:

Moisturizing Cream

Anti-Aging Cream

Skin Whitening Cream

By Distribution Channel:

Retail Pharmacies

Supermarket/Hypermarket

Convenience Stores

E-commerce

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 Night Cream 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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