

Global Online Cosmetics Market Size study & Forecast, by Type (Facial Cosmetics, Eye Cosmetics, Lip Cosmetics, Nail Cosmetics), Distribution Channel (Company Website and Retail Website) and Regional Analysis, 2022-2029

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Abstracts

Global Online Cosmetics Market is valued approximately USD XXX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XXX% over the forecast period 2022-2029. Cosmetics are composed of mixes of chemical compounds that originate from either natural or synthetic sources. Whereas online cosmetics are the ones that are made available on various online sites and the company's websites. The Online Cosmetics market is expanding because of factors such as increasing demand for online and e-commerce services and rising awareness towards organic cosmetic products. The market dominated by The Estee Lauder Companies, Nars Cosmetics, Natura & Co., Revlon and others.

According to L'Oréal's 2020-annual-results, published in February 2021, the company's e-commerce sales increased by 62% across all divisions and geographies, making up approximately 26.6% of the total company's sales for 2020. According to Statista, online retail sales, globally, went to 9.7%, in the year 2021 from -2.9%, in the year 2020. A heavy fall in '20 is majorly attributed to the Covid-19 Pandemic, over the globe. Whereas according to e-commerce guide, the e-commerce sales, globally, is expected to go to USD 7,391 Billion by the year end 2025 from USD 6,151 Billion, in the year 2023 from USD 4,248 in the year 2020. However, high cost of associated with the cosmetic products and higher competition from the new and existing market players may halt market growth.

The key regions considered for the Global Online Cosmetics Market study includes Asia

Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the space in terms of revenue, owing to strong penetration of internet services and online streaming websites leading the growth of the cosmetics industry in the region. For instance, according to a recent study by the ITA (International Trade Administration, U.S. Department of Commerce), live streaming has greatly expanded to become a significant sales platform for cosmetic products in China and will account for about 10% of that country's cosmetic e-commerce by the year 2021. North America is expected to grow significantly during the forecast period, owing to DRIVERS.

Major market player included in this report are:

NARS Cosmetics

Loreal SA

Shiseido Co Ltd

The Estee Lauder Companies

Natura & Co.

Revlon

Oriflame Cosmetics AG

Coty Inc

Kao Corporation

Lotus Herbals

Recent Developments in the Market:

In April 2022, RENEE Cosmetics' Face Base fundamental base product collection was electronically introduced. Illuminating primer, fluid and stick foundation, concealer, compact, and loose powdered are some of the new goods. To accommodate Indian skin tones, the stick makeup, liquid foundation, compact, and concealer will all come in five hues, while the loose powders will have four. These products sold through both online and offline venues.

Nivea Men Climate Care moisturizing, a "world first" cosmetics product made with recycled carbon, was launched by Beiersdorf in April 2022 in Germany. It contains 14% ethanol that was generated by fermentation from carbon dioxide. Microplastics, silicones, mineral oils, and PEG/PEG derivatives really aren't present in the moisturiser, which is manufactured using power that is completely derived from renewable resources.

Global Online Cosmetics 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 Type, Distribution Channel and 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 Type:

Facial Cosmetics

Eye Cosmetics

Lip Cosmetics

Nail Cosmetics

By Distribution Channel:

Company Website

Retail Website

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

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