

# **Global Overnight face mask Market Size study, by Product Outlook (Creams & Gels, Sheets) by Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Overnight face mask Market is valued approximately USD 20.84 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 7.00 % over the forecast period 2021-2027. The use Overnight face mask is increasing as the busy lifestyle, work-life stress, hectic schedule and improper diet have adversely impact human health which also includes skin. People are having trouble getting proper sleep thus, consumers tend to incline towards skincare products such as night creams, overnight face masks. And growing need for mental relaxation is encouraging manufactures to new and innovative products. As, the impact of modern and busy lifestyle consumers are looking for relaxation which is driving growth for overnight face mask market. Also, the increasing in disposable income is directly increasing preference of consumer towards skincare products. Furthermore, increase in sales of skin care also drive the market growth for overnight face mark market. According to Cosmetic Exclusive Women CEW, the sake of skin care product in year 2018 was 2.1 million and in 2019 was 7.9 million. As we all know pollution, long working hours, work-life pressures, and inappropriate diets is directly resulting on one's health and skin. So, consumers are more driven towards overnight face masks. However, some companies are using chemicals which is terrible for skin which impedes the growth of the market over the forecast period of 2021-2027. Also, product innovation and new flavors of overnight face masks is likely to increase the market growth during the forecast period.

The regional analysis of global Overnight face mask market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the

World. Asia-Pacific is the leading/significant region across the world in terms of market share owing to increase in usage of overnight face mask in countries such as China and Korea and growing demand for skin care products such as face masks in the region. Whereas, North America is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027. Factors such as consumer awareness about skin care solutions and there is high demand for Korean beauty products which would create lucrative growth prospects for the Overnight face mask market across Asia-Pacific region.

Major market player included in this report are:

L'Oréal Paris

AMOREPACIFIC

e.l.f. Cosmetics, Inc

THE BODY SHOP INTERNATIONAL LIMITED

Peter Thomas Roth Labs LLC

Her Campus Media, LLC

Unilever

AVON Beauty Products India Pvt Ltd

Estée Lauder Inc

Vichy Laboratories

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 Outlook:

Creams & Gels

Sheets

By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

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 Overnight face mask 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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