

Global Waterless Cosmetics Market Size study, byProduct type (Skincare, Hair care, Cosmetics, Others) by Sales Channel (Wholesalers/Distributors, Hypermarkets/Supermarkets, Convenience Stores, Specialty Stores, Departmental Stores, Online Retail, Other Retail Formats) by Price Range (Economy, Mid Range, Premium)and Regional Forecasts 2021-2027

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Abstracts

Global Waterless Cosmetics Market is valued approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than 13.3% over the forecast period 2021-2027. 'Waterless,' 'water-free,' or 'anhydrous' beauty refers to the product that do not contain water, instead relying on soothing botanical ingredients and nurturing oils to produce more efficacious solutions while reducing the need for artificial ingredients and non - essential fillers. The idea of progressively increasing the efficacy of skincare reinforces the waterless beauty movement. This is one of the main reasons why waterless cosmetics are becoming more widely available. As a result of this, the demand for waterless cosmetics is expected to expand rapidly during the forecast period. One of the key drivers of the market's progress will be socially conscious consumers' increased preference for organic cosmetics products. The move toward waterless formulations by mass customers and premium brands would benefit demand growth by reducing excess packaging and waste. The modern beauty shopper is increasingly concentrating on a narrower definition of beauty. Beauty industry segments are becoming increasingly specialized. For example, the youth population is approximately 1.2 billion, and shoppers who purchase organic skincare are likely to be younger and ethnically diverse. As a result, market participants must understand consumer needs and be able to engage them personally. As the waterless beauty trend gains momentum, new entrants are expected to enter the market, creating a potential

for market growth. Green + Bare, for example, is a newly launched Australian brand that sells a variety of waterless beauty items. However, when opposed to conventional cosmetics and skincare products, waterless cosmetics are more costly. Since waterless goods are highly concentrated, they have a high price tag. Aside from that, waterless cosmetics use ethically sourced ingredients, which are more expensive, driving up the cost of waterless goods. As a result, high pricing is expected to stymie the growth of waterless cosmetics during the forecast era. Waterless cosmetics are becoming more common as environmentally friendly options. Every skin care product has an ecological footprint, which is a business opportunity.

The regional analysis of global Waterless Cosmetics market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. The United States has emerged as a major market for waterless cosmetics, accounting for nearly 80% of North American sales. Journalists, analysts, and influencers in the beauty industry play an important role in influencing customers' beauty routines and product preferences. India sells about a quarter of all waterless cosmetics in South Asia. In comparison to older generations, millennial customers have grown up with technology, making them more educated. In addition, millennial consumers in India have greater internet connectivity. Popular western beauty trends are sweeping India's beauty industry, opening up opportunities for waterless cosmetics sales.

Major market player included in this report are:

Unilever Plc
The Waterless Beauty Company
L'Oreal SA
Kao Corporation
The Procter & Gamble Company
Loli
Clensta
Ruby's Organics
Ktein
Niconi

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:

ByProduct type:

Skincare

Hair Care

Cosmetics

Others

BySales Channel:

Wholesalers/Distributors

Hypermarkets/Supermarkets

Convenience Stores

Specialty Stores

Departmental Stores

Online Retail

Other Retail Formats

By Price Range:

Economy

Mid-Range

Premium

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 Waterless CosmeticsMarket 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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