

China Cosmetics Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)

<https://marketpublishers.com/r/C39E92F93DC4EN.html>

Date: September 2021

Pages: 104

Price: US\$ 950.00 (Single User License)

ID: C39E92F93DC4EN

Abstracts

The report titled “China Cosmetics Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)”, provides an in depth analysis of China cosmetics market by value, by category, by retail channel, by product, etc. The report also provides a detailed analysis of the COVID-19 impact on the China cosmetics market.

The report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall China cosmetics market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

China cosmetics market is fragmented with many major market players operating in China. China’s market has mostly been dominated by foreign firms. The premium cosmetics market is fairly concentrated as global leaders have a strong presence and the mass cosmetics market is more fragmented. The key players of the China cosmetics market are L’Oréal SA, Shiseido Co. Ltd., The Procter & Gamble Company, and The Estée Lauder Companies Inc. are also profiled with their respective business strategies.

Country Coverage

China

Company Coverage

L'Oréal SA

Shiseido Co. Ltd.

The Procter & Gamble Company

The Estée Lauder Companies Inc.

Executive Summary

China cosmetics market can be segmented based on category (Skincare, Color Cosmetics, Fragrances, Other Categories); retail channel (E-commerce, Departmental Store, Beauty Specialist Retailers and Others); and product (Mass and Premium).

The China cosmetics market has increased at a significant CAGR during the years 2016-2020 and projections are made that the market would rise in the next four years i.e. 2021-2025.

The China cosmetics market is expected to increase, due to escalating influence of social media, rapid urbanization, rising pollution due to industrialization, dominating cosmetics consumption by millennial and gen z generations, increasing per capita expenditure on personal appearance, escalating female population, rising online penetration of cosmetics, surging occurrence of cosmetic fairs & exhibitions, standardized regulation, tax cuts for premium cosmetics, increasing number of beauty salons, strong brand awareness among consumers, etc. yet the market faces some challenges such as skin allergies/counterfeit products, environmental issues, etc.

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