

Beauty and Personal Care in the US

<https://marketpublishers.com/r/BC4232C4003EN.html>

Date: May 2023

Pages: 143

Price: US\$ 2,650.00 (Single User License)

ID: BC4232C4003EN

Abstracts

The US market was continuing to record positive growth across most of its key categories in 2022, with ongoing post-COVID-19 recovery supporting growth in premium beauty and personal care. Premium dermocosmetics were in particularly strong demand across a range of products, with 30% of US consumers identifying premium with proven/efficacy benefits, according to the Euromonitor International Voice of the Consumer Beauty survey. Significantly, over half of US consumers are also willing to pay more...

Euromonitor International's Beauty and Personal Care in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HAIR CARE IN THE US

KEY DATA FINDINGS

2022 DEVELOPMENTS

Conditioners and treatments benefit from concerns about hair fall and speak of the skinification of hair care

Styling agents remain steady with help of “clean” trend

Olaplex Virtual Salon channels virtual reality in path to purchase

PROSPECTS AND OPPORTUNITIES

Textured hair acts as an opportunity to express individuality

Mass brands compete with salon professional offerings

Consumers increasingly taking ingredients into consideration for sustainable hair care

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN THE US

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Beauty and Personal Care in the US

Product link: <https://marketpublishers.com/r/BC4232C4003EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BC4232C4003EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970