

Global Body Lotion Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Body Lotion market size was valued at USD 15800 million in 2023 and is forecast to a readjusted size of USD 21780 million by 2030 with a CAGR of 4.7% during review period.

Many Lotion products have Moisturizer functions, combined together, one common skin care product, Decontamination and water supplement. This report studies the Lotion & Moisturizer market, by type(Dry Skin, Oily Skin and Normal Skin, others), by applications(Men Using Women Using and Baby Using).

Global Body Lotion key players include Unilever PLC, L'Oréal S.A., Procter & Gamble Co., Johnson & Johnson, Beiersdorf AG, etc. Global top five manufacturers hold a share about 30%. Europe is the largest market, with a share about 30%, followed by North America, with a share about 25 percent. In terms of product, Normal Skin Body Lotion is the largest segment, with a share about 25%. And in terms of application, the largest application is Women Using, followed by Baby Using, Men Using, etc.

The Global Info Research report includes an overview of the development of the Body Lotion industry chain, the market status of Men Using (Dry Skin Body Lotion, Oily Skin Body Lotion), Women Using (Dry Skin Body Lotion, Oily Skin Body Lotion), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Body Lotion.

Regionally, the report analyzes the Body Lotion markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Body Lotion market, with robust domestic demand, supportive policies, and a strong

manufacturing base.

Key Features:

The report presents comprehensive understanding of the Body Lotion market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Body Lotion industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Dry Skin Body Lotion, Oily Skin Body Lotion).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Body Lotion market.

Regional Analysis: The report involves examining the Body Lotion market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Body Lotion market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Body Lotion:

Company Analysis: Report covers individual Body Lotion manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Body Lotion This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Men Using, Women Using).

Technology Analysis: Report covers specific technologies relevant to Body Lotion. It assesses the current state, advancements, and potential future developments in Body Lotion areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Body Lotion market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Body Lotion market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Dry Skin Body Lotion

Oily Skin Body Lotion

Normal Skin Body Lotion

Others

Market segment by Application

Men Using

Women Using

Baby Using

Major players covered

Unilever PLC

L'Oréal

Procter & Gamble Co.

Johnson & Johnson

Shiseido Company

Beiersdorf AG

Avon Products Inc.

Clarins

Kao Corporation

Amore Pacific Group

The Estee Lauder Companies Inc.

Cavinkare

Cetaphil

Hain Celestial Group

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Body Lotion product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Body Lotion, with price, sales, revenue and global market share of Body Lotion from 2019 to 2024.

Chapter 3, the Body Lotion competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Body Lotion breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Body Lotion market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Body Lotion.

Chapter 14 and 15, to describe Body Lotion sales channel, distributors, customers, research findings and conclusion.

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