

# Global Body Whitening Products Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Body Whitening Products market size was valued at USD 7564.8 million in 2023 and is forecast to a readjusted size of USD 12140 million by 2030 with a CAGR of 7.0% during review period.

Whitening products are used to lighten the skin or provide an even skin color by reducing the melanin concentration in the skin. These products usually contain ingredients such as hydroquinone, kojic acid, arbutin, or glutathione, which are believed to reduce the production of melanin in the skin and lighten the skin tone.

The global body whitening products market refers to the industry involved in the production, distribution, and sale of skincare products that claim to lighten or whiten the skin tone. Here are some key aspects and trends related to the global body whitening products market:

**Market Size and Growth:** The body whitening products market has experienced significant growth in recent years. Factors such as increasing consumer awareness about skincare, beauty standards, and the desire for even skin tone have contributed to the growing demand for these products. The market size is expected to continue expanding as more consumers seek skin whitening solutions.

**Product Range and Innovation:** Manufacturers offer a wide range of body whitening products, including creams, lotions, serums, masks, and soaps. These products often contain ingredients like hydroquinone, kojic acid, arbutin, vitamin C, and niacinamide, among others, which are believed to have skin-lightening properties. Continuous

innovation in formulations, packaging, and marketing strategies is seen in the market to cater to diverse consumer needs and preferences.

**Consumer Demographics and Geographical Segmentation:** The demand for body whitening products is prevalent in various regions, including Asia-Pacific, the Middle East, and Africa. In particular, countries such as South Korea, India, China, and Nigeria have shown significant consumer demand for these products. However, it's essential to note that consumer preferences and societal attitudes towards skin tone can vary across different cultures and regions.

**Marketing and Advertising:** Manufacturers and marketers employ various strategies to promote body whitening products, such as celebrity endorsements, social media campaigns, and targeted advertising. Skin whitening is often positioned as a way to achieve societal beauty standards and enhance one's appearance. However, it's crucial to encourage responsible marketing practices that prioritize inclusivity and respect for diverse skin tones.

**Regulations and Safety Concerns:** The use of certain ingredients, such as hydroquinone, in body whitening products has raised safety concerns in some regions. Regulatory authorities in several countries have implemented restrictions or bans on the use of certain ingredients above specific concentrations due to potential health risks. It is crucial for both manufacturers and consumers to be aware of and adhere to the regulatory guidelines in their respective countries.

**Rising Demand for Natural and Plant-Based Products:** With the growing focus on sustainability and natural skincare, there is an increasing demand for body whitening products that utilize natural and plant-based ingredients. Manufacturers are incorporating botanical extracts, fruit acids, and other natural ingredients known for their brightening properties to cater to this consumer demand.

**Online Retail and E-commerce:** The rise of e-commerce has significantly impacted the body whitening products market. Online platforms provide consumers with convenience, a wider range of product options, and the ability to compare prices and reviews. Many manufacturers and retailers have established an online presence to cater to the growing demand for online skincare purchases.

The Global Info Research report includes an overview of the development of the Body Whitening Products industry chain, the market status of Shopping Malls (Cosmetics, Skin Care Products), Cosmetics Shops (Cosmetics, Skin Care Products), and key

enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Body Whitening Products.

Regionally, the report analyzes the Body Whitening Products 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 Whitening Products market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Body Whitening Products 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 Whitening Products 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 revenue generated, and market share of different by Type (e.g., Cosmetics, Skin Care Products).

**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 Whitening Products market.

**Regional Analysis:** The report involves examining the Body Whitening Products 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 Whitening Products 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 Whitening Products:

**Company Analysis:** Report covers individual Body Whitening Products players, 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 Whitening Products. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Shopping Malls, Cosmetics Shops).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Body Whitening Products 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 Whitening Products 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 value.

### Market segment by Type

Cosmetics

Skin Care Products

### Market segment by Application

Shopping Malls

Cosmetics Shops

Online Retailers

Others

Market segment by players, this report covers

L'Oreal

P&G

Estee Lauder

Shiseido

Unilever

LVMH

Chanel

Amore Pacific Group

Olay Natural White

Kanabo

Nivea Extra Whitening

Pond's White Beauty

Garnier Light Complete

Vaseline Healthy White

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

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

Chapter 2, to profile the top players of Body Whitening Products, with revenue, gross margin and global market share of Body Whitening Products from 2019 to 2024.

Chapter 3, the Body Whitening Products competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Body Whitening Products market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Body Whitening Products.

Chapter 13, to describe Body Whitening Products research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Body Whitening Products
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of Body Whitening Products by Type
  - 1.3.1 Overview: Global Body Whitening Products Market Size by Type: 2019 Versus 2023 Versus 2030
  - 1.3.2 Global Body Whitening Products Consumption Value Market Share by Type in 2023
  - 1.3.3 Cosmetics
  - 1.3.4 Skin Care Products
- 1.4 Global Body Whitening Products Market by Application
  - 1.4.1 Overview: Global Body Whitening Products Market Size by Application: 2019 Versus 2023 Versus 2030
  - 1.4.2 Shopping Malls
  - 1.4.3 Cosmetics Shops
  - 1.4.4 Online Retailers
  - 1.4.5 Others
- 1.5 Global Body Whitening Products Market Size & Forecast
- 1.6 Global Body Whitening Products Market Size and Forecast by Region
  - 1.6.1 Global Body Whitening Products Market Size by Region: 2019 VS 2023 VS 2030
  - 1.6.2 Global Body Whitening Products Market Size by Region, (2019-2030)
  - 1.6.3 North America Body Whitening Products Market Size and Prospect (2019-2030)
  - 1.6.4 Europe Body Whitening Products Market Size and Prospect (2019-2030)
  - 1.6.5 Asia-Pacific Body Whitening Products Market Size and Prospect (2019-2030)
  - 1.6.6 South America Body Whitening Products Market Size and Prospect (2019-2030)
  - 1.6.7 Middle East and Africa Body Whitening Products Market Size and Prospect (2019-2030)

### 2 COMPANY PROFILES

- 2.1 L'Oreal
  - 2.1.1 L'Oreal Details
  - 2.1.2 L'Oreal Major Business
  - 2.1.3 L'Oreal Body Whitening Products Product and Solutions
  - 2.1.4 L'Oreal Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)



### 2.1.5 L'Oreal Recent Developments and Future Plans

## 2.2 P&G

### 2.2.1 P&G Details

### 2.2.2 P&G Major Business

### 2.2.3 P&G Body Whitening Products Product and Solutions

### 2.2.4 P&G Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)

### 2.2.5 P&G Recent Developments and Future Plans

## 2.3 Estee Lauder

### 2.3.1 Estee Lauder Details

### 2.3.2 Estee Lauder Major Business

### 2.3.3 Estee Lauder Body Whitening Products Product and Solutions

### 2.3.4 Estee Lauder Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)

### 2.3.5 Estee Lauder Recent Developments and Future Plans

## 2.4 Shiseido

### 2.4.1 Shiseido Details

### 2.4.2 Shiseido Major Business

### 2.4.3 Shiseido Body Whitening Products Product and Solutions

### 2.4.4 Shiseido Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)

### 2.4.5 Shiseido Recent Developments and Future Plans

## 2.5 Unilever

### 2.5.1 Unilever Details

### 2.5.2 Unilever Major Business

### 2.5.3 Unilever Body Whitening Products Product and Solutions

### 2.5.4 Unilever Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)

### 2.5.5 Unilever Recent Developments and Future Plans

## 2.6 LVMH

### 2.6.1 LVMH Details

### 2.6.2 LVMH Major Business

### 2.6.3 LVMH Body Whitening Products Product and Solutions

### 2.6.4 LVMH Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)

### 2.6.5 LVMH Recent Developments and Future Plans

## 2.7 Chanel

### 2.7.1 Chanel Details

### 2.7.2 Chanel Major Business



- 2.7.3 Chanel Body Whitening Products Product and Solutions
- 2.7.4 Chanel Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)
- 2.7.5 Chanel Recent Developments and Future Plans
- 2.8 Amore Pacific Group
  - 2.8.1 Amore Pacific Group Details
  - 2.8.2 Amore Pacific Group Major Business
  - 2.8.3 Amore Pacific Group Body Whitening Products Product and Solutions
  - 2.8.4 Amore Pacific Group Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)
  - 2.8.5 Amore Pacific Group Recent Developments and Future Plans
- 2.9 Olay Natural White
  - 2.9.1 Olay Natural White Details
  - 2.9.2 Olay Natural White Major Business
  - 2.9.3 Olay Natural White Body Whitening Products Product and Solutions
  - 2.9.4 Olay Natural White Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)
  - 2.9.5 Olay Natural White Recent Developments and Future Plans
- 2.10 Kanabo
  - 2.10.1 Kanabo Details
  - 2.10.2 Kanabo Major Business
  - 2.10.3 Kanabo Body Whitening Products Product and Solutions
  - 2.10.4 Kanabo Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)
  - 2.10.5 Kanabo Recent Developments and Future Plans
- 2.11 Nivea Extra Whitening
  - 2.11.1 Nivea Extra Whitening Details
  - 2.11.2 Nivea Extra Whitening Major Business
  - 2.11.3 Nivea Extra Whitening Body Whitening Products Product and Solutions
  - 2.11.4 Nivea Extra Whitening Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)
  - 2.11.5 Nivea Extra Whitening Recent Developments and Future Plans
- 2.12 Pond's White Beauty
  - 2.12.1 Pond's White Beauty Details
  - 2.12.2 Pond's White Beauty Major Business
  - 2.12.3 Pond's White Beauty Body Whitening Products Product and Solutions
  - 2.12.4 Pond's White Beauty Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)
  - 2.12.5 Pond's White Beauty Recent Developments and Future Plans

## 2.13 Garnier Light Complete

### 2.13.1 Garnier Light Complete Details

### 2.13.2 Garnier Light Complete Major Business

### 2.13.3 Garnier Light Complete Body Whitening Products Product and Solutions

### 2.13.4 Garnier Light Complete Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)

### 2.13.5 Garnier Light Complete Recent Developments and Future Plans

## 2.14 Vaseline Healthy White

### 2.14.1 Vaseline Healthy White Details

### 2.14.2 Vaseline Healthy White Major Business

### 2.14.3 Vaseline Healthy White Body Whitening Products Product and Solutions

### 2.14.4 Vaseline Healthy White Body Whitening Products Revenue, Gross Margin and Market Share (2019-2024)

### 2.14.5 Vaseline Healthy White Recent Developments and Future Plans

## 3 MARKET COMPETITION, BY PLAYERS

### 3.1 Global Body Whitening Products Revenue and Share by Players (2019-2024)

### 3.2 Market Share Analysis (2023)

#### 3.2.1 Market Share of Body Whitening Products by Company Revenue

#### 3.2.2 Top 3 Body Whitening Products Players Market Share in 2023

#### 3.2.3 Top 6 Body Whitening Products Players Market Share in 2023

### 3.3 Body Whitening Products Market: Overall Company Footprint Analysis

#### 3.3.1 Body Whitening Products Market: Region Footprint

#### 3.3.2 Body Whitening Products Market: Company Product Type Footprint

#### 3.3.3 Body Whitening Products Market: Company Product Application Footprint

### 3.4 New Market Entrants and Barriers to Market Entry

### 3.5 Mergers, Acquisition, Agreements, and Collaborations

## 4 MARKET SIZE SEGMENT BY TYPE

### 4.1 Global Body Whitening Products Consumption Value and Market Share by Type (2019-2024)

### 4.2 Global Body Whitening Products Market Forecast by Type (2025-2030)

## 5 MARKET SIZE SEGMENT BY APPLICATION

### 5.1 Global Body Whitening Products Consumption Value Market Share by Application (2019-2024)

## 5.2 Global Body Whitening Products Market Forecast by Application (2025-2030)

## 6 NORTH AMERICA

### 6.1 North America Body Whitening Products Consumption Value by Type (2019-2030)

### 6.2 North America Body Whitening Products Consumption Value by Application (2019-2030)

### 6.3 North America Body Whitening Products Market Size by Country

#### 6.3.1 North America Body Whitening Products Consumption Value by Country (2019-2030)

##### 6.3.2 United States Body Whitening Products Market Size and Forecast (2019-2030)

##### 6.3.3 Canada Body Whitening Products Market Size and Forecast (2019-2030)

##### 6.3.4 Mexico Body Whitening Products Market Size and Forecast (2019-2030)

## 7 EUROPE

### 7.1 Europe Body Whitening Products Consumption Value by Type (2019-2030)

### 7.2 Europe Body Whitening Products Consumption Value by Application (2019-2030)

### 7.3 Europe Body Whitening Products Market Size by Country

#### 7.3.1 Europe Body Whitening Products Consumption Value by Country (2019-2030)

##### 7.3.2 Germany Body Whitening Products Market Size and Forecast (2019-2030)

##### 7.3.3 France Body Whitening Products Market Size and Forecast (2019-2030)

#### 7.3.4 United Kingdom Body Whitening Products Market Size and Forecast (2019-2030)

##### 7.3.5 Russia Body Whitening Products Market Size and Forecast (2019-2030)

##### 7.3.6 Italy Body Whitening Products Market Size and Forecast (2019-2030)

## 8 ASIA-PACIFIC

### 8.1 Asia-Pacific Body Whitening Products Consumption Value by Type (2019-2030)

### 8.2 Asia-Pacific Body Whitening Products Consumption Value by Application (2019-2030)

### 8.3 Asia-Pacific Body Whitening Products Market Size by Region

#### 8.3.1 Asia-Pacific Body Whitening Products Consumption Value by Region (2019-2030)

##### 8.3.2 China Body Whitening Products Market Size and Forecast (2019-2030)

##### 8.3.3 Japan Body Whitening Products Market Size and Forecast (2019-2030)

##### 8.3.4 South Korea Body Whitening Products Market Size and Forecast (2019-2030)

##### 8.3.5 India Body Whitening Products Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia Body Whitening Products Market Size and Forecast (2019-2030)

8.3.7 Australia Body Whitening Products Market Size and Forecast (2019-2030)

## **9 SOUTH AMERICA**

9.1 South America Body Whitening Products Consumption Value by Type (2019-2030)

9.2 South America Body Whitening Products Consumption Value by Application (2019-2030)

9.3 South America Body Whitening Products Market Size by Country

9.3.1 South America Body Whitening Products Consumption Value by Country (2019-2030)

9.3.2 Brazil Body Whitening Products Market Size and Forecast (2019-2030)

9.3.3 Argentina Body Whitening Products Market Size and Forecast (2019-2030)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Body Whitening Products Consumption Value by Type (2019-2030)

10.2 Middle East & Africa Body Whitening Products Consumption Value by Application (2019-2030)

10.3 Middle East & Africa Body Whitening Products Market Size by Country

10.3.1 Middle East & Africa Body Whitening Products Consumption Value by Country (2019-2030)

10.3.2 Turkey Body Whitening Products Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Body Whitening Products Market Size and Forecast (2019-2030)

10.3.4 UAE Body Whitening Products Market Size and Forecast (2019-2030)

## **11 MARKET DYNAMICS**

11.1 Body Whitening Products Market Drivers

11.2 Body Whitening Products Market Restraints

11.3 Body Whitening Products Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

- 12.1 Body Whitening Products Industry Chain
- 12.2 Body Whitening Products Upstream Analysis
- 12.3 Body Whitening Products Midstream Analysis
- 12.4 Body Whitening Products Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Body Whitening Products Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Body Whitening Products Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Body Whitening Products Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Body Whitening Products Consumption Value by Region (2025-2030) & (USD Million)

Table 5. L'Oreal Company Information, Head Office, and Major Competitors

Table 6. L'Oreal Major Business

Table 7. L'Oreal Body Whitening Products Product and Solutions

Table 8. L'Oreal Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. L'Oreal Recent Developments and Future Plans

Table 10. P&G Company Information, Head Office, and Major Competitors

Table 11. P&G Major Business

Table 12. P&G Body Whitening Products Product and Solutions

Table 13. P&G Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. P&G Recent Developments and Future Plans

Table 15. Estee Lauder Company Information, Head Office, and Major Competitors

Table 16. Estee Lauder Major Business

Table 17. Estee Lauder Body Whitening Products Product and Solutions

Table 18. Estee Lauder Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Estee Lauder Recent Developments and Future Plans

Table 20. Shiseido Company Information, Head Office, and Major Competitors

Table 21. Shiseido Major Business

Table 22. Shiseido Body Whitening Products Product and Solutions

Table 23. Shiseido Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Shiseido Recent Developments and Future Plans

Table 25. Unilever Company Information, Head Office, and Major Competitors

Table 26. Unilever Major Business

Table 27. Unilever Body Whitening Products Product and Solutions



Table 28. Unilever Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 29. Unilever Recent Developments and Future Plans
Table 30. LVMH Company Information, Head Office, and Major Competitors
Table 31. LVMH Major Business
Table 32. LVMH Body Whitening Products Product and Solutions
Table 33. LVMH Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 34. LVMH Recent Developments and Future Plans
Table 35. Chanel Company Information, Head Office, and Major Competitors
Table 36. Chanel Major Business
Table 37. Chanel Body Whitening Products Product and Solutions
Table 38. Chanel Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 39. Chanel Recent Developments and Future Plans
Table 40. Amore Pacific Group Company Information, Head Office, and Major Competitors
Table 41. Amore Pacific Group Major Business
Table 42. Amore Pacific Group Body Whitening Products Product and Solutions
Table 43. Amore Pacific Group Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 44. Amore Pacific Group Recent Developments and Future Plans
Table 45. Olay Natural White Company Information, Head Office, and Major Competitors
Table 46. Olay Natural White Major Business
Table 47. Olay Natural White Body Whitening Products Product and Solutions
Table 48. Olay Natural White Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 49. Olay Natural White Recent Developments and Future Plans
Table 50. Kanabo Company Information, Head Office, and Major Competitors
Table 51. Kanabo Major Business
Table 52. Kanabo Body Whitening Products Product and Solutions
Table 53. Kanabo Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 54. Kanabo Recent Developments and Future Plans
Table 55. Nivea Extra Whitening Company Information, Head Office, and Major Competitors
Table 56. Nivea Extra Whitening Major Business
Table 57. Nivea Extra Whitening Body Whitening Products Product and Solutions



Table 58. Nivea Extra Whitening Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. Nivea Extra Whitening Recent Developments and Future Plans

Table 60. Pond's White Beauty Company Information, Head Office, and Major Competitors

Table 61. Pond's White Beauty Major Business

Table 62. Pond's White Beauty Body Whitening Products Product and Solutions

Table 63. Pond's White Beauty Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 64. Pond's White Beauty Recent Developments and Future Plans

Table 65. Garnier Light Complete Company Information, Head Office, and Major Competitors

Table 66. Garnier Light Complete Major Business

Table 67. Garnier Light Complete Body Whitening Products Product and Solutions

Table 68. Garnier Light Complete Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 69. Garnier Light Complete Recent Developments and Future Plans

Table 70. Vaseline Healthy White Company Information, Head Office, and Major Competitors

Table 71. Vaseline Healthy White Major Business

Table 72. Vaseline Healthy White Body Whitening Products Product and Solutions

Table 73. Vaseline Healthy White Body Whitening Products Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 74. Vaseline Healthy White Recent Developments and Future Plans

Table 75. Global Body Whitening Products Revenue (USD Million) by Players (2019-2024)

Table 76. Global Body Whitening Products Revenue Share by Players (2019-2024)

Table 77. Breakdown of Body Whitening Products by Company Type (Tier 1, Tier 2, and Tier 3)

Table 78. Market Position of Players in Body Whitening Products, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023

Table 79. Head Office of Key Body Whitening Products Players

Table 80. Body Whitening Products Market: Company Product Type Footprint

Table 81. Body Whitening Products Market: Company Product Application Footprint

Table 82. Body Whitening Products New Market Entrants and Barriers to Market Entry

Table 83. Body Whitening Products Mergers, Acquisition, Agreements, and Collaborations

Table 84. Global Body Whitening Products Consumption Value (USD Million) by Type (2019-2024)

Table 85. Global Body Whitening Products Consumption Value Share by Type (2019-2024)

Table 86. Global Body Whitening Products Consumption Value Forecast by Type (2025-2030)

Table 87. Global Body Whitening Products Consumption Value by Application (2019-2024)

Table 88. Global Body Whitening Products Consumption Value Forecast by Application (2025-2030)

Table 89. North America Body Whitening Products Consumption Value by Type (2019-2024) & (USD Million)

Table 90. North America Body Whitening Products Consumption Value by Type (2025-2030) & (USD Million)

Table 91. North America Body Whitening Products Consumption Value by Application (2019-2024) & (USD Million)

Table 92. North America Body Whitening Products Consumption Value by Application (2025-2030) & (USD Million)

Table 93. North America Body Whitening Products Consumption Value by Country (2019-2024) & (USD Million)

Table 94. North America Body Whitening Products Consumption Value by Country (2025-2030) & (USD Million)

Table 95. Europe Body Whitening Products Consumption Value by Type (2019-2024) & (USD Million)

Table 96. Europe Body Whitening Products Consumption Value by Type (2025-2030) & (USD Million)

Table 97. Europe Body Whitening Products Consumption Value by Application (2019-2024) & (USD Million)

Table 98. Europe Body Whitening Products Consumption Value by Application (2025-2030) & (USD Million)

Table 99. Europe Body Whitening Products Consumption Value by Country (2019-2024) & (USD Million)

Table 100. Europe Body Whitening Products Consumption Value by Country (2025-2030) & (USD Million)

Table 101. Asia-Pacific Body Whitening Products Consumption Value by Type (2019-2024) & (USD Million)

Table 102. Asia-Pacific Body Whitening Products Consumption Value by Type (2025-2030) & (USD Million)

Table 103. Asia-Pacific Body Whitening Products Consumption Value by Application (2019-2024) & (USD Million)

Table 104. Asia-Pacific Body Whitening Products Consumption Value by Application

(2025-2030) & (USD Million)

Table 105. Asia-Pacific Body Whitening Products Consumption Value by Region  
(2019-2024) & (USD Million)

Table 106. Asia-Pacific Body Whitening Products Consumption Value by Region  
(2025-2030) & (USD Million)

Table 107. South America Body Whitening Products Consumption Value by Type  
(2019-2024) & (USD Million)

Table 108. South America Body Whitening Products Consumption Value by Type  
(2025-2030) & (USD Million)

Table 109. South America Body Whitening Products Consumption Value by Application  
(2019-2024) & (USD Million)

Table 110. South America Body Whitening Products Consumption Value by Application  
(2025-2030) & (USD Million)

Table 111. South America Body Whitening Products Consumption Value by Country  
(2019-2024) & (USD Million)

Table 112. South America Body Whitening Products Consumption Value by Country  
(2025-2030) & (USD Million)

Table 113. Middle East & Africa Body Whitening Products Consumption Value by Type  
(2019-2024) & (USD Million)

Table 114. Middle East & Africa Body Whitening Products Consumption Value by Type  
(2025-2030) & (USD Million)

Table 115. Middle East & Africa Body Whitening Products Consumption Value by  
Application (2019-2024) & (USD Million)

Table 116. Middle East & Africa Body Whitening Products Consumption Value by  
Application (2025-2030) & (USD Million)

Table 117. Middle East & Africa Body Whitening Products Consumption Value by  
Country (2019-2024) & (USD Million)

Table 118. Middle East & Africa Body Whitening Products Consumption Value by  
Country (2025-2030) & (USD Million)

Table 119. Body Whitening Products Raw Material

Table 120. Key Suppliers of Body Whitening Products Raw Materials

## List Of Figures

### LIST OF FIGURES

Figure 1. Body Whitening Products Picture

Figure 2. Global Body Whitening Products Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Body Whitening Products Consumption Value Market Share by Type in 2023

Figure 4. Cosmetics

Figure 5. Skin Care Products

Figure 6. Global Body Whitening Products Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 7. Body Whitening Products Consumption Value Market Share by Application in 2023

Figure 8. Shopping Malls Picture

Figure 9. Cosmetics Shops Picture

Figure 10. Online Retailers Picture

Figure 11. Others Picture

Figure 12. Global Body Whitening Products Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 13. Global Body Whitening Products Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 14. Global Market Body Whitening Products Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 15. Global Body Whitening Products Consumption Value Market Share by Region (2019-2030)

Figure 16. Global Body Whitening Products Consumption Value Market Share by Region in 2023

Figure 17. North America Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 18. Europe Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 19. Asia-Pacific Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 20. South America Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 21. Middle East and Africa Body Whitening Products Consumption Value (2019-2030) & (USD Million)

- Figure 22. Global Body Whitening Products Revenue Share by Players in 2023
- Figure 23. Body Whitening Products Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023
- Figure 24. Global Top 3 Players Body Whitening Products Market Share in 2023
- Figure 25. Global Top 6 Players Body Whitening Products Market Share in 2023
- Figure 26. Global Body Whitening Products Consumption Value Share by Type (2019-2024)
- Figure 27. Global Body Whitening Products Market Share Forecast by Type (2025-2030)
- Figure 28. Global Body Whitening Products Consumption Value Share by Application (2019-2024)
- Figure 29. Global Body Whitening Products Market Share Forecast by Application (2025-2030)
- Figure 30. North America Body Whitening Products Consumption Value Market Share by Type (2019-2030)
- Figure 31. North America Body Whitening Products Consumption Value Market Share by Application (2019-2030)
- Figure 32. North America Body Whitening Products Consumption Value Market Share by Country (2019-2030)
- Figure 33. United States Body Whitening Products Consumption Value (2019-2030) & (USD Million)
- Figure 34. Canada Body Whitening Products Consumption Value (2019-2030) & (USD Million)
- Figure 35. Mexico Body Whitening Products Consumption Value (2019-2030) & (USD Million)
- Figure 36. Europe Body Whitening Products Consumption Value Market Share by Type (2019-2030)
- Figure 37. Europe Body Whitening Products Consumption Value Market Share by Application (2019-2030)
- Figure 38. Europe Body Whitening Products Consumption Value Market Share by Country (2019-2030)
- Figure 39. Germany Body Whitening Products Consumption Value (2019-2030) & (USD Million)
- Figure 40. France Body Whitening Products Consumption Value (2019-2030) & (USD Million)
- Figure 41. United Kingdom Body Whitening Products Consumption Value (2019-2030) & (USD Million)
- Figure 42. Russia Body Whitening Products Consumption Value (2019-2030) & (USD Million)



Figure 43. Italy Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 44. Asia-Pacific Body Whitening Products Consumption Value Market Share by Type (2019-2030)

Figure 45. Asia-Pacific Body Whitening Products Consumption Value Market Share by Application (2019-2030)

Figure 46. Asia-Pacific Body Whitening Products Consumption Value Market Share by Region (2019-2030)

Figure 47. China Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 48. Japan Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 49. South Korea Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 50. India Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 51. Southeast Asia Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 52. Australia Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 53. South America Body Whitening Products Consumption Value Market Share by Type (2019-2030)

Figure 54. South America Body Whitening Products Consumption Value Market Share by Application (2019-2030)

Figure 55. South America Body Whitening Products Consumption Value Market Share by Country (2019-2030)

Figure 56. Brazil Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 57. Argentina Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 58. Middle East and Africa Body Whitening Products Consumption Value Market Share by Type (2019-2030)

Figure 59. Middle East and Africa Body Whitening Products Consumption Value Market Share by Application (2019-2030)

Figure 60. Middle East and Africa Body Whitening Products Consumption Value Market Share by Country (2019-2030)

Figure 61. Turkey Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 62. Saudi Arabia Body Whitening Products Consumption Value (2019-2030) &

(USD Million)

Figure 63. UAE Body Whitening Products Consumption Value (2019-2030) & (USD Million)

Figure 64. Body Whitening Products Market Drivers

Figure 65. Body Whitening Products Market Restraints

Figure 66. Body Whitening Products Market Trends

Figure 67. Porters Five Forces Analysis

Figure 68. Manufacturing Cost Structure Analysis of Body Whitening Products in 2023

Figure 69. Manufacturing Process Analysis of Body Whitening Products

Figure 70. Body Whitening Products Industrial Chain

Figure 71. Methodology

Figure 72. Research Process and Data Source



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