

Global Cosmetic Serum 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 Cosmetic Serum market size was valued at USD 13 million in 2023 and is forecast to a readjusted size of USD 18 million by 2030 with a CAGR of 4.3% during review period.

A cosmetic serum is a product applied externally for a desired cosmetic effect. It is usually a water-based non-greasy and intensive formula that contains a high concentration of active substances.

The Americas occupied the largest share in the cosmetic serum market with more than 37% market share. The US holds the largest market share, followed by the Brazil in the Americas market. The primary reasons influencing the growth of the market in this region is product innovation and technological advancement.

The Global Info Research report includes an overview of the development of the Cosmetic Serum industry chain, the market status of Retail Stores (Skin and Sun Care Serum, Hair Care Serum), Specialty Stores (Skin and Sun Care Serum, Hair Care Serum), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Cosmetic Serum.

Regionally, the report analyzes the Cosmetic Serum 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 Cosmetic Serum market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Cosmetic Serum 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 Cosmetic Serum 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 MT), revenue generated, and market share of different by Type (e.g., Skin and Sun Care Serum, Hair Care Serum).

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 Cosmetic Serum market.

Regional Analysis: The report involves examining the Cosmetic Serum 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 Cosmetic Serum market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Cosmetic Serum:

Company Analysis: Report covers individual Cosmetic Serum 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 Cosmetic Serum This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail Stores, Specialty Stores).

Technology Analysis: Report covers specific technologies relevant to Cosmetic Serum.

It assesses the current state, advancements, and potential future developments in Cosmetic Serum areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Cosmetic Serum 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

Cosmetic Serum 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

Skin and Sun Care Serum

Hair Care Serum

Others

Market segment by Application

Retail Stores

Specialty Stores

Online Stores

Major players covered

P&G

Unilever

Chanel

Shiseido

Estee Lauder

Kao

L'Oreal

LVMH

Amway

Clarins

Markwins Beauty Products

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 Cosmetic Serum product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Cosmetic Serum 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 Cosmetic Serum 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 Cosmetic Serum.

Chapter 14 and 15, to describe Cosmetic Serum sales channel, distributors, customers, research findings and conclusion.

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