

Global Cosmetic Whitening Products Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G08952CA0C51EN.html>

Date: July 2024

Pages: 133

Price: US\$ 3,480.00 (Single User License)

ID: G08952CA0C51EN

Abstracts

According to our (Global Info Research) latest study, the global Cosmetic Whitening Products market size was valued at USD 4668.3 million in 2023 and is forecast to a readjusted size of USD 8171.3 million by 2030 with a CAGR of 8.3% during review period.

Cosmetic whitening products refer to a broad category of cosmetic products that are designed to lighten or brighten the skin tone. These products aim to address concerns such as hyperpigmentation, uneven skin tone, dark spots, or to achieve an overall lighter complexion.

Cosmetic whitening products come in various forms, including creams, serums, lotions, masks, cleansers, and even makeup products like foundations or powders. They typically contain active ingredients that are believed to inhibit the production of melanin, the pigment responsible for the color of our skin. Common ingredients found in these products include hydroquinone, kojic acid, arbutin, vitamin C, niacinamide, licorice extract, and various botanical extracts.

The global cosmetic whitening products market refers to the market for cosmetic products that are specifically formulated to lighten or brighten the skin tone. This market includes a wide range of products such as creams, lotions, serums, masks, and other skincare products that aim to address concerns related to hyperpigmentation, uneven skin tone, dark spots, or to achieve a lighter complexion.

The cosmetic whitening products market has seen significant growth in recent years, driven by factors such as increasing consumer awareness about skincare, beauty

standards, and the desire for a more even-toned complexion. Factors such as changing lifestyles, beauty trends, and the influence of social media have also contributed to the growth of this market.

The market is highly competitive, with both established multinational companies and local brands competing for market share. Some of the key players in the global cosmetic whitening products market include L'Oreal, Procter & Gamble, Unilever, Est?e Lauder, Johnson & Johnson, Shiseido, Beiersdorf, Avon, and Revlon, among others. These companies continually invest in research and development to introduce innovative products with effective and safe formulations.

The global cosmetic whitening products market can vary across different regions and countries due to factors such as cultural preferences, regulations, and consumer behavior. Market dynamics and trends may differ based on geographical location and the specific needs and preferences of consumers in those areas.

The Global Info Research report includes an overview of the development of the Cosmetic Whitening Products industry chain, the market status of Shopping Malls (Body Whitening Products, Teeth Whitening Products), Cosmetics Shops (Body Whitening Products, Teeth Whitening Products), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Cosmetic Whitening Products.

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

Key Features:

The report presents comprehensive understanding of the Cosmetic 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 Cosmetic 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 sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Body Whitening Products, Teeth Whitening 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 Cosmetic Whitening Products market.

Regional Analysis: The report involves examining the Cosmetic 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 Cosmetic 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 Cosmetic Whitening Products:

Company Analysis: Report covers individual Cosmetic Whitening Products 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 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 Cosmetic Whitening Products. It assesses the current state, advancements, and potential future developments in Cosmetic Whitening Products areas.

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

Cosmetic 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 volume and value.

Market segment by Type

Body Whitening Products

Teeth Whitening Products

Face Whitening Products

Hand Whitening Products

Others

Market segment by Application

Shopping Malls

Cosmetics Shops

Online Retailers

Others

Major players covered

L'Oreal

Olay

Neutrogena

Clinique

Kiehl's

Garnier

Pond's

The Body Shop

Lancôme

P&G

Estee Lauder

Shiseido

Unilever

LVMH

Chanel

Amore Pacific 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 Cosmetic Whitening Products product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Cosmetic Whitening Products 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 Whitening Products 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 Whitening Products.

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

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