

Global Facial 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 Facial Serum market size was valued at USD 1038.8 million in 2023 and is forecast to a readjusted size of USD 1461.2 million by 2030 with a CAGR of 5.0% during review period.

A cosmetic serum is usually a water-based, non-greasy, and intensive formula that contains a high concentration of active substances. Serums can also be oil-based but have an oil-free texture (owing to less concentration of oil in the formulation). The oil-free texture can help them to penetrate deeper.

The eye serums segment accounted for the largest market share. Eye serums provide several beneficial solutions against multiple signs of eye aging such as fine lines, wrinkles, puffiness, dryness, and uneven skin tone.

The Global Info Research report includes an overview of the development of the Facial Serum industry chain, the market status of Specialty Retail Stores (Eye Serums, Blemish and Acne Treatment Serums), Department Stores (Eye Serums, Blemish and Acne Treatment Serums), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Facial Serum.

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

Key Features:

The report presents comprehensive understanding of the Facial 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 Facial 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., Eye Serums, Blemish and Acne Treatment Serums).

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 Facial Serum market.

Regional Analysis: The report involves examining the Facial 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 Facial 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 Facial Serum:

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

Technology Analysis: Report covers specific technologies relevant to Facial Serum. It

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

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

Facial 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

Eye Serums

Blemish and Acne Treatment Serums

Face Sunscreen Serums

Face Moisturizing Serums

Facial Self-Tanning Serums

Other

Market segment by Application

Specialty Retail Stores

Department Stores

Hypermarkets, Supermarkets, and Convenience Stores

Other

Major players covered

L'Oreal

P&G

Beiersdorf

Estee lauder

Shiseido

Johnson & Johnson

Kao

LVMH

Amway

Avon Products

Conair

Coty

Clarins

Combe

Chanel

Henkel

Unilever

Revlon

Burberry

Cadiveu Professional USA

Chatters Canada

Edgewell Personal Care

Helen of Troy Limited

Marchesa

Mary Kay

O Boticario

Tom's of Maine

World Hair Cosmetics (Asia)

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

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

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

Chapter 4, the Facial 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 Facial 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 Facial Serum.

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

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