

# Foot Mask Market Size, Share & Trends Analysis Report By Product (Whitening & Moisturizing, Exfoliation), By Distribution Channel (Online, Offline), By Region (APAC, North America), And Segment Forecasts, 2021 - 2028

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## Abstracts

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### Foot Mask Market Growth & Trends

The global foot mask market size is expected to reach USD 679.6 million by 2028, registering a CAGR of 5.5% over the forecast period, according to a new report by Grand View Research, Inc. The availability of e-commerce retail channels has allowed consumers to browse through a plethora of several brands without having to visit offline stores. Key players in the industry are adopting the digital route to advertise their products. Social media channels, such as Instagram and TikTok, influence consumers' purchasing decisions as these channels provide reviews and help in educating consumers.

The pandemic has increased consumer engagement through the use of social media and beauty retail channels. The rising demand for body wash, masks, and other exfoliation products has compelled companies to launch DIY skincare kits and subscription boxes. In addition, the pandemic has resulted in an increased demand for products, such as foot creams & masks and hand creams.

However, a rise in consumer interaction in e-commerce channels has stabilized the demand for the skincare industry. The skincare industry is showcasing decent sales owing to the rise in online sales. The pandemic has shifted consumers' preference

towards personal care products. The pandemic has forced companies to shift their presence digitally owing to change in shopping patterns.

Trends, such as DIY kits, self-care/skincare regimes, and the influence of social media channels are increasing the sales in the skincare category. Key players in the industry, such as Baby Foot and Sephora, are expanding by collaborating with social media channels and providing subscription offers for foot products. Such factors are likely to contribute to future growth in online sales.

### Foot Mask Market Report Highlights

Based on product, the market is categorized into exfoliation and whitening & moisturizing foot masks

The exfoliation segment held the largest revenue share in 2020 due to the availability of a wide range of exfoliation mask peels in the market

The offline distribution channel segment accounted for the maximum revenue share in 2020 owing to the inclusivity provided by these channels

In 2020, Asia Pacific was the leading regional market owing to the high per capita expenditure on skincare coupled with a rise in the middle-class populace

Asia Pacific is anticipated to expand further at the fastest CAGR over the forecast period due to the presence of startup and small-sized cosmetic companies in countries like Japan

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