

Hydrogel Face Mask Market Size, Share & Trends Analysis Report By Product, By Application, By Skin Type, By Type, By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

<https://marketpublishers.com/r/H8DC9585DF4FEN.html>

Date: December 2022

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: H8DC9585DF4FEN

Abstracts

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Hydrogel Face Mask Market Growth & Trends

The global hydrogel face mask market size is expected to reach USD 240.0 million by 2030, set to expand at a CAGR of 10.8% from 2023 to 2030, according to a new report by Grand View Research, Inc. Rising consumer awareness regarding the benefits of hydrogel will drive the market demand for hydrogel face masks over the forecast period. A hydrogel face mask is a risk-free, affordable, and effective alternative to conventional masks. It is widely used for curing a wide range of skin problems such as acne, wrinkles, discoloration, hyperpigmentation, sun damage, and others.

Prominent brands including Taiki are launching various types of hydrogel face masks and patches with differentiating formulas and shapes for varied skincare types. Consumers from millennials to baby boomers are catching on to the sheet mask trend and are always looking for the newest products. The hydrogel mask offers higher efficacy, increased adhesion and occlusion over traditional sheet masks, and an added cooling effect.

The mass hydrogel face mask segment accounted for a significant share of global revenue in 2022. This can be attributed primarily to the growing endorsement of hydrogel face masks on social media by celebrities for glowing and younger-looking skin. This will further propel the segment's growth. Market players such as The Natural

Face Lift Company, and BIOEFFECT are offering a range of LED hydrogel face masks that are specifically designed to let photons of light emitted by LED masks pass through the skin and deliver intense moisturization to the face.

The specialty stores contributed a majority of the share to become the largest division in the global revenue in 2022. Several specialty stores stock unique products to attract more consumers. Moreover, these stores also take advantage of the popularity of niche and unique face masks like LED or hydrogel, which are in huge demand among well-informed consumers. Evolving beauty propensities and preferences for both specialized and generic face masks that help in rejuvenating skin are significant driving factors for specialty stores. The hydrogel face mask market is consolidated in nature with the presence of a large number of international players and few regional players.

Hydrogel Face Mask Market Report Highlights

Asia Pacific accounted for the largest share of global revenues in 2022, owing to the increasing demand for skin-related products and the growing availability of such products in China, South Korea, and Japan

Premium products are anticipated to grow at a faster CAGR of 12.4% owing to increased social media marketing by premium products which is creating curiosity and awareness among consumers

The online segment is anticipated to grow at the fastest CAGR of 13.9% as consumers are buying these products from prominent brands online

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