

The World Market for Beauty or Make-Up Skin Care Preparations, Sunscreen, Suntan Preparations, and Manicure and Pedicure Preparations: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for beauty or make-up skin care preparations, sunscreen, suntan preparations, and manicure and pedicure preparations. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for beauty or make-up skin care preparations, sunscreen, suntan preparations, and manicure and pedicure preparations for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Beauty or make-up skin care preparations, sunscreen, suntan preparations, and manicure and pedicure preparations' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'beauty or make-up skin care preparations, sunscreen, suntan preparations, and manicure and pedicure preparations' is 5532.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BOTSWANA

3.1.3 BURKINA FASO

3.1.4 CAMEROON

3.1.5 COTE D'IVOIRE

3.1.6 EGYPT

3.1.7 ESWATINI

3.1.8 GABON

3.1.9 GHANA

3.1.10 KENYA

3.1.11 LESOTHO

3.1.12 MADAGASCAR

3.1.13 MALAWI

3.1.14 MALI

3.1.15 MAURITIUS

3.1.16 MOROCCO

3.1.17 MOZAMBIQUE

- 3.1.18 NAMIBIA
- 3.1.19 NIGERIA
- 3.1.20 RWANDA
- 3.1.21 SAO TOME E PRINCIPE
- 3.1.22 SENEGAL
- 3.1.23 SOUTH AFRICA
- 3.1.24 TANZANIA
- 3.1.25 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 3.1.26 THE REPUBLIC OF THE CONGO
- 3.1.27 TOGO
- 3.1.28 TUNISIA
- 3.1.29 UGANDA
- 3.1.30 ZAMBIA
- 3.1.31 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

- 3.2.1 EXECUTIVE SUMMARY
- 3.2.2 BANGLADESH
- 3.2.3 CHINA
- 3.2.4 HONG KONG
- 3.2.5 INDIA
- 3.2.6 INDONESIA
- 3.2.7 JAPAN
- 3.2.8 MACAU
- 3.2.9 MALAYSIA
- 3.2.10 MYANMAR
- 3.2.11 NEPAL
- 3.2.12 NORTH KOREA
- 3.2.13 SINGAPORE
- 3.2.14 SOUTH KOREA
- 3.2.15 SRI LANKA
- 3.2.16 TAIWAN
- 3.2.17 THAILAND
- 3.2.18 THE PHILIPPINES
- 3.2.19 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 ALBANIA

3.3.3 ANDORRA

3.3.4 AUSTRIA

3.3.5 BELARUS

3.3.6 BELGIUM

3.3.7 BOSNIA AND HERZEGOVINA

3.3.8 BULGARIA

3.3.9 CROATIA

3.3.10 CYPRUS

3.3.11 DENMARK

3.3.12 ESTONIA

3.3.13 FINLAND

3.3.14 FRANCE

3.3.15 GEORGIA

3.3.16 GERMANY

3.3.17 GREECE

3.3.18 HUNGARY

3.3.19 ICELAND

3.3.20 IRELAND

3.3.21 ITALY

3.3.22 KAZAKHSTAN

3.3.23 LATVIA

3.3.24 LITHUANIA

3.3.25 LUXEMBOURG

3.3.26 MACEDONIA

3.3.27 MALTA

3.3.28 MOLDOVA

3.3.29 NORWAY

3.3.30 POLAND

3.3.31 PORTUGAL

3.3.32 ROMANIA

3.3.33 RUSSIA

3.3.34 SLOVAKIA

3.3.35 SLOVENIA

3.3.36 SPAIN

3.3.37 SWEDEN

3.3.38 SWITZERLAND

3.3.39 THE CZECH REPUBLIC

3.3.40 THE NETHERLANDS

3.3.41 THE UNITED KINGDOM

3.3.42 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BOLIVIA

3.4.4 BRAZIL

3.4.5 CHILE

3.4.6 COLOMBIA

3.4.7 COSTA RICA

3.4.8 ECUADOR

3.4.9 EL SALVADOR

3.4.10 GUATEMALA

3.4.11 GUYANA

3.4.12 HONDURAS

3.4.13 MEXICO

3.4.14 PANAMA

3.4.15 PARAGUAY

3.4.16 PERU

3.4.17 URUGUAY

3.4.18 VENEZUELA

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 ARUBA

3.5.3 BARBADOS

3.5.4 CANADA

3.5.5 JAMAICA

3.5.6 THE BAHAMAS

3.5.7 THE DOMINICAN REPUBLIC

3.5.8 THE UNITED STATES

3.5.9 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 FIJI

3.6.4 FRENCH POLYNESIA

3.6.5 NEW ZEALAND

3.6.6 VANUATU

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ARMENIA

3.7.3 AZERBAIJAN

3.7.4 BAHRAIN

3.7.5 IRAN

3.7.6 ISRAEL

3.7.7 JORDAN

3.7.8 KUWAIT

3.7.9 LEBANON

3.7.10 OMAN

3.7.11 PAKISTAN

3.7.12 QATAR

3.7.13 SAUDI ARABIA

3.7.14 SYRIA

3.7.15 TAJIKISTAN

3.7.16 THE UNITED ARAB EMIRATES

3.7.17 TURKEY

3.7.18 UZBEKISTAN

3.7.19 YEMEN

4 IMPORTS

4.1 AFRICA: BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BENIN

4.1.4 BOTSWANA

4.1.5 BURKINA FASO

- 4.1.6 BURUNDI
- 4.1.7 CAMEROON
- 4.1.8 CAPE VERDE
- 4.1.9 COTE D'IVOIRE
- 4.1.10 EGYPT
- 4.1.11 ETHIOPIA
- 4.1.12 GUINEA
- 4.1.13 MADAGASCAR
- 4.1.14 MALAWI
- 4.1.15 MAURITANIA
- 4.1.16 MAURITIUS
- 4.1.17 MOROCCO
- 4.1.18 MOZAMBIQUE
- 4.1.19 NAMIBIA
- 4.1.20 NIGER
- 4.1.21 NIGERIA
- 4.1.22 RWANDA
- 4.1.23 SAO TOME E PRINCIPE
- 4.1.24 SENEGAL
- 4.1.25 SIERRA LEONE
- 4.1.26 SOUTH AFRICA
- 4.1.27 TANZANIA
- 4.1.28 THE CENTRAL AFRICAN REPUBLIC
- 4.1.29 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.30 UGANDA
- 4.1.31 ZAMBIA
- 4.1.32 ZIMBABWE

4.2 ASIA: BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IMPORTS IN 2024

- 4.2.1 EXECUTIVE SUMMARY
- 4.2.2 BRUNEI
- 4.2.3 CHINA
- 4.2.4 HONG KONG
- 4.2.5 INDIA
- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA

4.2.10 MONGOLIA

4.2.11 NEPAL

4.2.12 SINGAPORE

4.2.13 SOUTH KOREA

4.2.14 SRI LANKA

4.2.15 TAIWAN

4.2.16 THAILAND

4.2.17 THE MALDIVES

4.2.18 THE PHILIPPINES

4.2.19 VIETNAM

4.3 EUROPE: BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

4.3.15 GEORGIA

4.3.16 GERMANY

4.3.17 GREECE

4.3.18 HUNGARY

4.3.19 ICELAND

4.3.20 IRELAND

4.3.21 ITALY

4.3.22 KAZAKHSTAN

4.3.23 LATVIA

4.3.24 LITHUANIA

4.3.25 LUXEMBOURG

4.3.26 MACEDONIA

- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE

4.4 LATIN AMERICA: BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA
- 4.4.12 HONDURAS
- 4.4.13 MEXICO
- 4.4.14 NICARAGUA
- 4.4.15 PANAMA
- 4.4.16 PARAGUAY
- 4.4.17 PERU
- 4.4.18 SURINAME
- 4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: BEAUTY OR MAKE-UP SKIN CARE

PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 ST. LUCIA

4.5.10 THE BAHAMAS

4.5.11 THE DOMINICAN REPUBLIC

4.5.12 THE UNITED STATES

4.6 OCEANIA: BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.6.8 TONGA

4.7 THE MIDDLE EAST: BEAUTY OR MAKE-UP SKIN CARE PREPARATIONS, SUNSCREEN, SUNTAN PREPARATIONS, AND MANICURE AND PEDICURE PREPARATIONS IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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