

Online Beauty and Personal Care Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global online beauty and personal care products market size reached US\$ 53.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 99.4 Billion by 2028, exhibiting a growth rate (CAGR) of 10.4% during 2023-2028.

Beauty and personal care products assist in enhancing the physical appearance, maintaining health and hygiene, and boosting the overall self-esteem of individuals. Some of the commonly used beauty and personal care products are moisturizers, soaps, cleansers, toothpaste, hair dyes, perfumes, facial tissues, lipsticks and feminine hygiene products. At present, rapid urbanization and increasing internet penetration are boosting the sales of these products through online distribution channels, which offer a wide selection of brands, as well as quick and efficient shipping and return policies.

Hectic lifestyles of individuals are positively influencing the demand for a convenient and hassle-free shopping experience. This represents one of the significant factors driving online beauty and personal care products market growth. Furthermore, the growing trend of vertical markets, along with the inflating income levels and improving standards of living, are escalating the demand for premium product variants. Vertical markets generally offer exotic brands, signature collections and convenient cross-category shopping in established brands. Other than this, the rising influence of social media and the willingness of consumers to try out different brands is encouraging several players to engage in aggressive promotional campaigns. These players are also investing in product packaging and research and development (R&D) activities to introduce organic and chemical-free products. Besides this, they are focusing on the launch of products using ingredients that cater to the personal care needs of different customers based on their preferences and skin and hair type. In addition to this, several

prominent e-retailers are offering additional benefits, such as same-day or one-day delivery services, better security features for online payments, and easy-to-navigate dashboard, to expand their existing consumer base.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global online beauty and personal care products market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, ingredient, end-user and pricing.

Breakup by Product:

- Personal Care Products
 - Hair Care Products
 - Skin Care Products
 - Bath and Shower Products
 - Oral Care Products
 - Men's Grooming Products
 - Deodorants and Antiperspirants
 - Others
- Cosmetics/Makeup Products
 - Facial Cosmetics
 - Eye Cosmetics
 - Lip and Nail Makeup Products
 - Hair Styling and Coloring Products
 - Others

Breakup by Ingredient:

- Natural
- Organic
- Others

Breakup by End-User:

- Male
- Female

Breakup by Pricing:

Mass Products
Premium Products

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key player being Avon Products Inc., Beiersdorf, Kao Corporation, L'occitane International S.A., L'Oréal, Procter & Gamble, Shiseido Company Ltd., Unilever, Revlon Inc. (MacAndrews & Forbes Incorporated), Johnson & Johnson, Oriflame Cosmetics, Chanel (CHANEL International B.V.), The Estée Lauder Companies Inc., etc.

Key Questions Answered in This Report:

How has the global online beauty and personal care products market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global online beauty and personal care products market?

What is the breakup of the market based on the product?

What is the breakup of the market based on the ingredient?

What is the breakup of the market based on the end-user?

What is the breakup of the market based on the pricing?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global online beauty and personal care products market and who are the key players?

What is the degree of competition in the industry?

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