

# Sheet Face Mask Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global sheet face mask market size reached US\$ 329.2 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 524.2 Million by 2027, exhibiting a growth rate (CAGR) of 8.3% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Sheet face masks are easy-to-use skincare products made using different types of gels, fibers, and papers. They are soaked in essences containing beneficial ingredients, such as hyaluronic acid, vitamins, and aloe vera. At present, several manufacturers are introducing sheet masks made with soft, natural and comfortable fabric as well as innovative ingredients like pearl, seaweed, watermelon, bee venom, and snail extracts for additional skin benefits. These manufacturers are also offering product variants that are suitable for a particular skin type or concern. This, in confluence with the growing awareness among individuals about personal appearance, is driving the demand for sheet face masks around the world.

### Sheet Face Mask Market Trends:

Several benefits provided by sheet face masks, such as hydration, removing impurities, detoxifying skin, and restoring radiance and glow, represent one of the significant factors bolstering the market growth. Moreover, the emerging on-the-go skincare trend is driving the demand for sheet face masks that are convenient and can be used while traveling. Apart from this, the leading market players are offering personalized sheet face masks after analyzing the skin with an advanced system. They are also manufacturing innovative masks from renewable materials. For instance, Johnson &

Johnson Consumer Inc., a US-based skincare company, is focusing on developing single-use hydrogel sheet masks that contain active ingredients and hydrogel made from locust beans and red seaweed and offer nonwoven support for fit and comfort. In addition to this, key players are considerably investing in international celebrity endorsements for sheet face masks. They are relying on social media platforms and over-the-top (OTT) media services to promote their products, which is resulting in their increasing sales through online distribution channels across the globe.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sheet face mask market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product type, price point and distribution channel.

#### Breakup by Product Type:

- Cotton and Microfiber Sheet
- Hydrogel Sheet
- Knit Sheet
- Bio-Cellulose Sheet
- Others

#### Breakup by Price Point:

- Mass
- Premium

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Retail Pharmacies
- E-Commerce

#### 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 along with the profiles of the key players being Amorepacific Corporation, Beiersdorf AG, Guerlain (LVMH Mo?t Hennessy - Louis Vuitton), Kracie Holdings Ltd. (Hoyu Co. Ltd.), L'Or?al S.A., Neutrogena Corporation (Johnson & Johnson), Procter & Gamble Company, Shiseido Company Limited, The Est?e Lauder Companies Inc, The Himalaya Drug Company (Himalaya Global Holdings Ltd.), Topix Pharmaceuticals Inc. and Unilever plc.

Key Questions Answered in This Report:

How has the global sheet face mask market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global sheet face mask market?

What are the key regional markets?

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

What is the breakup of the market based on the price point?

What is the breakup of the market based on the distribution channel?

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 sheet face mask market and who are the key players?

What is the degree of competition in the industry?

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