

EUROPE BEAUTY AND PERSONAL CARE PRODUCT MARKET FORECAST 2016-2024

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Abstracts

KEY FINDINGS

The Europe beauty and personal care market is estimated to grow at \$ 179.7 billion by 2024. The market is anticipated to grow at a CAGR of 5.97% during the forecast period. The base year considered for the market study of beauty and personal care product is 2016 and the forecast period is from 2017 to 2024. The demographic shift is one of the reasons for the growth of the beauty and personal care product in the Europe region.

MARKET INSIGHTS

The Europe beauty and personal care market is segmented on the basis of the distribution channel, product type, and geography. The beauty and personal care product type are further classified into hair care, skin care, oral care, color cosmetics and makeup, fragrances and deodorants, soaps and shower gel, sun care products and others. The distribution channel of the beauty and personal care product market is further segmented into direct selling, hypermarket and retail chains, specialty stores, pharmacies, E-commerce, salon, and others. The Europe market geography is bifurcated into Germany, France, United Kingdom, Italy, Spain, Poland, Netherland, Switzerland, and rest of Europe. Eco-friendly and innovative designs and the influence E-commerce channel on sales are the driving factors of the beauty and personal care product market in the Europe region.

COMPETITIVE INSIGHTS

The major players that are mentioned in the Europe beauty and personal care product market are L'Oreal Group (Paris), Procter and Gamble (US), BEIERSDORF AG

(Germany), Avon (US), Unilever (UK), The EstéeLauder Companies Inc.(US), Shiseido (Japan), Kao Corporation (Japan), Revlon (US), Mary Kay (US), Coty, Inc., Sally Beauty Holdings,Inc., LVMH, L'Occitane International SA.

Contents

1. RESEARCH SCOPE

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE STUDY MARKET
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

2. RESEARCH METHODOLOGIES

- 2.1. SOURCES OF DATA
 - 2.1.1. SECONDARY DATA
 - 2.1.2. PRIMARY DATA
- 2.2. TOP-DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION

3. EXECUTIVE SUMMARY

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS

4. MARKET OVERVIEW

- 4.1. MARKET DEFINITION
- 4.2. MARKET DRIVERS
 - 4.2.1. INNOVATIVE AND ECO-FRIENDLY DESIGNS
 - 4.2.2. SHIFTING DEMOGRAPHICS
 - 4.2.3. THE E-COMMERCE CHANNEL INFLUENCING SALES
- 4.3. RESTRAINTS
 - 4.3.1. HIGH MANUFACTURING AND MARKETING COSTS
 - 4.3.2. SAFER PRODUCTS AND RAPID INNOVATIONS
- 4.4. OPPORTUNITIES
 - 4.4.1. INCLINATION OF GROWTH TOWARDS EMERGING MARKETS
 - 4.4.2. ECO-FRIENDLY AND HALAL BRANDS ARE SHOWING RAPID GROWTH

5. INDUSTRY REGULATIONS

5.1. CHINA COSMETIC REGULATION

6. EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET SEGMENTATION

6.1. EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL

- 6.1.1. DIRECT SELLING
- 6.1.2. HYPERMARKETS & RETAIL CHAINS
- 6.1.3. SPECIALTY STORES
- 6.1.4. PHARMACIES
- 6.1.5. E-COMMERCE
- 6.1.6. SALON
- 6.1.7. OTHERS

6.2. EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY PRODUCT TYPES

- 6.2.1. HAIR CARE
- 6.2.2. SKIN CARE
- 6.2.3. ORAL CARE
- 6.2.4. COLOR COSMETICS AND MAKEUP
- 6.2.5. FRAGRANCES & DEODORANTS
- 6.2.6. SOAPS AND SHOWER GEL
- 6.2.7. SUN CARE PRODUCTS
- 6.2.8. OTHERS

7. KEY ANALYTICS

7.1. INDUSTRY VALUE CHAIN ANALYSIS

7.2. PORTER'S FIVE FORCES ANALYSIS

- 7.2.1. BARGAINING POWER OF SUPPLIERS
- 7.2.2. BARGAINING POWER OF CONSUMERS
- 7.2.3. THREAT FROM NEW ENTRANTS
- 7.2.4. THREAT FROM SUBSTITUTE PRODUCTS
- 7.2.5. COMPETITIVE RIVALRY WITHIN THE INDUSTRY

7.3. INVESTMENT LANDSCAPE

7.4. FUTURE OUTLOOK

8. EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET

8.1. EUROPE

- 8.1.1. GERMANY
- 8.1.2. FRANCE
- 8.1.3. UNITED KINGDOM
- 8.1.4. ITALY
- 8.1.5. SPAIN
- 8.1.6. POLAND
- 8.1.7. NETHERLAND
- 8.1.8. SWITZERLAND
- 8.1.9. REST OF EUROPE

9. COMPETITIVE LANDSCAPE

- 9.1. VENDOR MARKET SHARE ANALYSIS
- 9.2. STRATEGIC ALLIANCES
- 9.3. RECENT MERGERS & ACQUISITIONS
- 9.4. COMPANY PROFILES
 - 9.4.1. L'OREAL GROUP
 - 9.4.2. PROCTER AND GAMBLE
 - 9.4.3. BEIERSDORF AG
 - 9.4.4. AVON
 - 9.4.5. UNILEVER
 - 9.4.6. THE ESTÉE LAUDER COMPANIES INC.
 - 9.4.7. SHISEIDO
 - 9.4.8. KAO CORPORATION
 - 9.4.9. REVLON
 - 9.4.10. MARY KAY
 - 9.4.11. COTY INC.
 - 9.4.12. SALLY BEAUTY HOLDINGS, INC.
 - 9.4.13. LVMH MOET HENNESSY LOUIS VUITTON SA
 - 9.4.14. L'OCCITANE INTERNATIONAL S.A.

List Of Tables

LIST OF TABLES

TABLE 1 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024
TABLE 2 IMPORTANT FACTORS INFLUENCING ONLINE PURCHASE OF BEAUTY AND PERSONAL CARE PRODUCTS
TABLE 3 MARKETING AND ADVERTISING COSTS OF COTY INC. WORLDWIDE FROM 2014 TO 2016, BY TYPE (IN MILLION U.S. DOLLARS)
TABLE 4 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST – BY DISTRIBUTION CHANNEL 2017-2024 (\$ BILLION)
TABLE 5 DIRECT SELLING BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, EUROPE 2017-2024 (\$ BILLION)
TABLE 6 HYPERMARKET/RETAIL CHAINS BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, EUROPE 2017-2024 (\$ BILLION)
TABLE 7 SPECIALTY STORES BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, EUROPE 2017-2024 (\$ BILLION)
TABLE 8 PHARMACIES BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, EUROPE 2017-2024 (\$ BILLION)
TABLE 9 E-COMMERCE BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, EUROPE 2017-2024 (\$ BILLION)
TABLE 10 SALON BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, EUROPE 2017-2024 (\$ BILLION)
TABLE 11 OTHERS BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, EUROPE 2017-2024 (\$ BILLION)
TABLE 12 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST BY TYPE OF PRODUCTS – (\$ BILLION) 2017-2024
TABLE 13 HAIR CARE BEAUTY & PERSONAL CARE PRODUCTS MARKET, EUROPE (\$ BILLION) 2017-2024
TABLE 14 SKINCARE BEAUTY & PERSONAL CARE PRODUCTS MARKET, EUROPE (\$ BILLION) 2017-2024
TABLE 15 ORAL CARE BEAUTY & PERSONAL CARE PRODUCTS MARKET, EUROPE (\$ BILLION) 2017-2024
TABLE 16 COLOR COSMETICS AND MAKE UP BEAUTY & PERSONAL CARE PRODUCTS MARKET, EUROPE (\$ BILLION) 2017-2024
TABLE 17 FRAGRANCES & DEODORANTS BEAUTY & PERSONAL CARE PRODUCTS MARKET, EUROPE (\$ BILLION) 2017-2024
TABLE 18 CLASSIFICATIONS OF FRAGRANCES

TABLE 19 SOAPS & SHOWER GELS BEAUTY & PERSONAL CARE PRODUCTS
MARKET, EUROPE (\$ BILLION) 2017-2024

TABLE 20 SUN CARE BEAUTY & PERSONAL CARE PRODUCTS MARKET,
EUROPE (\$ BILLION) 2017-2024

TABLE 21 OTHERS BEAUTY & PERSONAL CARE PRODUCTS MARKET, EUROPE
(\$ BILLION) 2017-2024

TABLE 22 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST, EUROPE (\$ BILLION) 2017-2024

TABLE 23 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST (\$ BILLION) 2017-2024

List Of Figures

LIST OF FIGURES

FIGURE 1 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST (\$ BILLION) 2017-2024

FIGURE 2 E-COMMERCE SALES GROWTH VS. TOTAL SALES GROWTH
WORLDWIDE BY PRODUCT CATEGORY AS OF 2013

FIGURE 3 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET SHARE BY
DISTRIBUTION CHANNEL (%) – 2016

FIGURE 4 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY
DISTRIBUTION CHANNEL – DIRECT SELLING, 2017-2024

FIGURE 5 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY
DISTRIBUTION CHANNEL – HYPERMARKETS/RETAIL CHAINS, 2017-2024

FIGURE 6 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY
DISTRIBUTION CHANNEL – SPECIALTY STORES, 2017-2024

FIGURE 7 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY
DISTRIBUTION CHANNEL – PHARMACIES, 2017-2024

FIGURE 8 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY
DISTRIBUTION CHANNEL – E-COMMERCE, 2017-2024

FIGURE 9 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY
DISTRIBUTION CHANNEL – SALON, 2017-2024

FIGURE 10 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY
DISTRIBUTION CHANNEL – OTHERS, 2017-2024

FIGURE 11 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET SHARE
(%) – BY PRODUCT TYPE – 2016

FIGURE 12 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET BY TYPE
OF PRODUCTS – HAIR CARE (\$ BILLION) 2017-2024

FIGURE 13 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST BY TYPE OF PRODUCTS – SKIN CARE (\$ BILLION) 2017-2024

FIGURE 14 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST BY TYPE OF PRODUCTS – ORAL CARE (\$ BILLION) 2017-2024

FIGURE 15 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST BY PRODUCTS – COLOR COSMETICS AND MAKEUP (\$ BILLION)
2017-2024

FIGURE 16 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST BY PRODUCTS– FRAGRANCES AND DEODORANTS (\$ BILLION)
2017-2024

FIGURE 17 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET

FORECAST BY PRODUCTS – SOAPS AND SHOWER GEL CARE (\$ BILLION)
2017-2024

FIGURE 18 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST BY PRODUCTS –SUN CARE (\$ BILLION) 2017-2024

FIGURE 19 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST BY PRODUCTS –OTHERS (\$ BILLION) 2017-2024

FIGURE 20 GERMANY BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST (\$ BILLION) 2017-2024

FIGURE 21 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE
MARKET SHARE IN GERMANY 2016 & 2024 (%)

FIGURE 22 COMPETITIVE MARKET SHARE OF GERMANY IN 2016

FIGURE 23 GERMANY BEAUTY AND PERSONAL CARE MARKET BY
DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 24 FRANCE BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST (\$ BILLION) 2017-2024

FIGURE 25 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE
MARKET SHARE IN FRANCE 2016 & 2024 (%)

FIGURE 26 COMPETITIVE MARKET SHARE OF FRANCE IN 2016

FIGURE 27 FRANCE BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION
CHANNEL 2015 & 2016 (%)

FIGURE 28 UNITED KINGDOM BEAUTY & PERSONAL CARE PRODUCTS MARKET
FORECAST (\$ BILLION) 2017-2024

FIGURE 29 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE
MARKET SHARE IN UNITED KINGDOM 2016 & 2024 (%)

FIGURE 30 COMPETITIVE MARKET SHARE OF UNITED KINGDOM IN 2016

FIGURE 31 UNITED KINGDOM BEAUTY AND PERSONAL CARE MARKET BY
DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 32 ITALY BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST
(\$ BILLION) 2017-2024

FIGURE 33 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE
MARKET SHARE IN ITALY 2016 & 2024 (%)

FIGURE 34 COMPETITIVE MARKET SHARE OF ITALY IN 2016

FIGURE 35 ITALY BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION
CHANNEL 2015 & 2016 (%)

FIGURE 36 SPAIN BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST
(\$ BILLION) 2017-2024

FIGURE 37 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE
MARKET SHARE IN SPAIN 2016 & 2024 (%)

FIGURE 38 COMPETITIVE MARKET SHARE OF SPAIN IN 2016

FIGURE 39 SPAIN BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 40 POLAND BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 41 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN POLAND 2016 & 2024 (%)

FIGURE 42 COMPETITIVE MARKET SHARE OF POLAND IN 2016

FIGURE 43 POLAND BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 44 NETHERLAND BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 45 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN NETHERLAND 2016 & 2024 (%)

FIGURE 46 COMPETITIVE MARKET SHARE OF NETHERLAND IN 2016

FIGURE 47 NETHERLAND BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 48 SWITZERLAND BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 49 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN SWITZERLAND 2016 & 2024 (%)

FIGURE 50 COMPETITIVE MARKET SHARE OF SWITZERLAND IN 2016

FIGURE 51 SWITZERLAND BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 52 REST OF EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 53 L'OREAL GROUP SALES BY BUSINESS SEGMENT -2016

FIGURE 54 PROCTER AND GAMBLE NET SALES 2016 BY BUSINESS SEGMENT

FIGURE 55 UNILEVER REVENUE BREAKDOWNS BY PRODUCT SEGMENTS -2016

FIGURE 56 THE ESTEE LAUDER COMPANIES INC. NET SALES BY PRODUCT CATEGORY

FIGURE 57 REVLON INC. REVENUE BREAKDOWNS BY PRODUCT SEGMENTS -2016

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