

# GLOBAL BEAUTY AND PERSONAL CARE PRODUCTS MARKET FORECAST 2017-2023

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## Abstracts

### KEY FINDINGS

The beauty and the personal care product market are poised to expand to \$750 billion by 2025, at a CAGR of 7.15% between 2017 and 2024. The base year considered for the beauty and the personal care product market report is 2016 and the forecast period is from 2017 to 2024. Rapid aging demographics has enhanced to powerful interest against maturing items focusing on the end goal against wrinkles, dry skin, age spots, even hair harms, and uneven skin tone making space for new advancements in beautifying agents, are the main factors driving the global beauty and personal care products market.

### MARKET INSIGHTS

The global beauty and personal care products market is segmented on the basis of distribution channel, products type and geography. The global beauty and personal care product market by distribution channel is further segmented on the basis of direct selling, hypermarkets and retail chains, specialty stores, pharmacies, E-commerce, salon and others. The product type market is further classified into hair care, skin care, oral care, color cosmetic and makeup, fragrances and deodorants, soaps and shower gel, sun care product and others. The market by geography is further bifurcated into North America, Europe, Asia-Pacific, Latin America and Middle East Africa. Varied techniques in Packaging and Design, Aging Population, Rise in E-Commerce are the major drivers for the market growth. Packaging manufacturers are offering innovative technology and a wide variety of creative choices to serve the market.

### REGIONAL INSIGHTS

Europe is the global leader in beauty & personal care products market, followed by Asia-Pacific and North America regions. Buyer spending on excellence and individual care items are expanding and the number of working ladies is expanding all inclusive, which is specifically affecting the beauty and personal care products showcase development. The market is also expected to gain prominence in the MEA countries such as UAE, Saudi Arabia, and Israel. The United States is a midpoint for beauty and personal care products and is known for its exclusive quality items. Hair care and healthy skin are significantly adding to the development of the Beauty and Personal Care Products in this area, while oral care and aromas are relied upon to have the most astounding development rates in the nation.

## **COMPETITIVE INSIGHTS**

Major players in Beauty and Personal Care markets 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).

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