

Asia Pacific Beard Oil Market (2019-2025)

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Abstracts

The Asia Pacific Beard Oil Market would witness market growth of 7.4% CAGR during the forecast period (2019-2025). The market growth of beard oil is attributed to the extensive awareness about its product range and increasing customer base across the world. Several cosmetics and beauty products vendors are making investments in R&D to manufacture advanced products. These initiatives are projected to boost the market growth during the forecast period.

Fashion professionals and celebrity endorsements have a major role to play in boosting awareness for these products. They are influencing consumer buying patterns, thereby, promoting market growth. A Namibian model Wellem Kapenda associated with cosmetic brand Chrisla Essentials, in February 2019 to launch new scented oil.

Beard oil is produced to replicate the normal skin oils called sebum. Carrier type oils typically contain A, D, and E vitamins as well as high linoleic acid concentration and low oleic acid concentrations. In an attempt to improve its characteristics and aroma, natural and synthetic fragrances can be added to the oil. Natural fragrances are derived separately from synthetic fragrances (essential oil, absolute oils, and extracts) and comprise various chemical compounds which improve their function. This can give antibacterial, deodorant, anti-inflammatory, as well as anti-aging characteristics of the beard oils.

Organic products have a minimum negative effect, including natural essential oils, like jojoba, argan, grape seed, almond, eucalyptus, tea tree, pinewood, fir needle, cedar, and sandalwood. These components have outstanding advantages. Eucalyptus, for example, has antibacterial, antiviral and anti-inflammatory characteristics. The oil from Tea Tree moisturizes the skin, keeping the hair soft and shiny.

Urbanization is one of the leading factors contributing to the growth of men personal

care market. According to the Department of Economic and Social Affairs, “More than half of the world population now lives in the urban area, and virtually all countries of the world are becoming increasingly urbanized”. The estimates in Population Division (2014) of the United Nations state that “54 % of the world’s population resided in urban areas in 2014, and by 2050, 66 % of the world’s population is expected to move to urban areas”. Hence, the consumer shift to urbanization would result in the increasing demand for men personal care market.

Bossman Brands, Brickell Men's Product, Leven Rose, Mountaineer Brand, The American Beard Company, Prophet and Tools, The Gentleman's, Vike Revolution, Honest Amish, ArtNaturals are some of the main firms on the market. These businesses are investing more in R&D for advanced product growth.

The report highlights the adoption of Beard Oil globally. Based on Type, the market is segmented into Organic and Conventional. Based on Distribution Channel, the market is segmented into Hypermarkets & Supermarkets, Convenience Stores and Online. The report also covers geographical segmentation of Beard Oil market. The countries included in the report are China, India, Japan, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key market participants profiled in the report includes Bossman Brands, Leven Rose, Hindustan Unilever Limited (HUL) (Unilever) Inc., The American Beard Company, Artnaturals, Brickell Men's Products, The Gentleman, Honest Amish, Viking Revolution and Mountaineer Brand.

Scope of the Study

Market Segmentation:

Market Segmentation

By Type

Organic

Conventional

By Distribution Channel

Hypermarkets & Supermarkets

Convenience Stores

Online

1.1.1 By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled:

Bossman Brands

Leven Rose

Hindustan Unilever Limited (HUL) (Unilever) Inc.

The American Beard Company

Artnaturals

Brickell Men's Products

The Gentleman

Honest Amish

Viking Revolution and

Mountaineer Brand

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