

# Asia Pacific Cosmetics Market (2016-2022)

<https://marketpublishers.com/r/A00B0184B62EN.html>

Date: January 2017

Pages: 86

Price: US\$ 1,500.00 (Single User License)

ID: A00B0184B62EN

## Abstracts

The Asia Pacific cosmetics market is expected to grow at a CAGR of 4.7% during the forecast period. Skin care, sun care and hair care cosmetic products are widely used by both men and women; therefore, occupy maximum market share within the cosmetic market.

Retail stores as a segment drives the Asia Pacific cosmetics market, and is expected to register a growth of 3.5% CAGR during the forecast period. Online platforms nevertheless, would soon gain prominence due to convenience and easy transactions. Male consumers have increasingly started adopting cosmetic products in their daily lives; therefore, the segment is expected to grow at a CAGR of 8.7% during the forecast period.

Rising GDP's of various countries has directly added to the disposable income of the citizens. Spending capabilities have therefore increased significantly. People spend on personal luxury goods without worrying too much about finances. Increasing spending capabilities gives power to the consumers thereby driving the growth of global cosmetics market.

The report highlights the adoption of Cosmetics in Asia Pacific region. Based on the Category, the Asia Pacific Cosmetics Market is segmented into Skin and Sun Care, Hair Care, Deodorants, Makeup and Colour and Fragrances segment. Based on the Mode of Sale, the market is bifurcated into Retail and Online segment. The Asia Pacific cosmetics market is further segmented into men and women segments based on the gender. The countries included in the report are China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key players profiled in the report includes L'oréal International, Avon Products, The Procter & Gamble Company (P&G), Unilever Plc., Oriflame Cosmetics, Revlon, Kao

Corporation, The Estee Lauder Companies Inc, Shiseido Corporation, and Skin Food.

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