

# Asia Pacific Lip Care Products Market (2019-2025)

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## Abstracts

The Asia Pacific Lip Care Products Market would witness market growth of 7.27% CAGR during the forecast period (2019-2025).

The Australian lip care industry is expected to grow rapidly due to the increasing demand for multi-care, multi-functional, and organic lip care products. In Australia, the temperature is more than 50 degrees Celsius in summer because the demand for sun protection beauty products is generally increasing and the Australian Lip Care market is becoming aware of the protection of the lips from sun rays. In addition, growing disposable incomes of the population would lead to the growth of the Lip Care market in Australia. The lip balm industry has been growing steadily in recent years, particularly in emerging economies like China. Many people have learned to use lip balm as their income increased and the consumer culture improved.

Lip care products are popular because of the desire to look young, healthy and attractive. The distribution channel for e-commerce is widely used by consumers as there is an increasing demand for 'home services'. Huge discounts provided by numerous e-commerce websites, access to multiple domestic and international brands on a single platform, and the availability of a wide range of products will drive market growth. Innovation in male grooming takes the beauty and personal care industry closer to the discovery of a new world of advantages, claims, and textures. Undoubtedly, this is one of the segments with the greatest potential for growth in the future.

Based on Type, the market is segmented into Non-medicated, Sun Protection and Therapeutic & Medicated. Based on Distribution Channel, the market is segmented into Offline and Online. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key

companies profiled in the report include L'Oreal Group, Kao Corporation, Natura & Co. (Avon Products, Inc.), The Himalaya Drug Company (Himalaya Global Holdings Ltd.), Blistex, Inc., Revlon, Inc. (MacAndrews & Forbes), The Procter and Gamble Company, Bayer AG, Unilever PLC, and Beiersdorf AG.

## **SCOPE OF THE STUDY**

Market Segmentation:

By Type

Non-medicated

Sun Protection

Therapeutic & Medicated

By Distribution Channel

Offline

Online

By Country

China

Japan

India

South Korea

Singapore

Australia

Rest of Asia Pacific

## Companies Profiled

L'Oreal Group

Kao Corporation

Natura & Co. (Avon Products, Inc.)

The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

Blistex, Inc.

Revlon, Inc. (MacAndrews & Forbes)

The Procter and Gamble Company

Bayer AG

Unilever PLC

Beiersdorf AG

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