

Asia Pacific Men Skincare Products Market By Products (Shave Care, Creams & Moisturizers, Sunscreen, Cleansers & Face Wash and other products), By Distribution Channels (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies, E Commerce and other channels), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Men Skincare Products Market would witness market growth of 9.9% CAGR during the forecast period (2020-2026).

Pricing continues to be a decisive factor in influencing consumer choices on the market for men's skincare products and therefore, particularly in Asian countries, mid-range brands will see relatively high sales. The baby boomers push the luxury category specifically. Profits will be found in developed markets by producers with high-risk appetite and premium category investors. Whereas in the long run brands introducing economic range products in low-income countries will win.

Increasing the number of educated consumers and urbanization has given rise to corporate lifestyle, especially in emerging economies such as China and India, which have seen growing demand among youth for men's personal care products such as antiperspirants & deodorants, facial makeup, and other products. The increased trends among men in personal care products have been noted over the past few years which are expected to continue over the forecast period.

It is reported that the skincare market for men has the fastest growth in the grooming market for global men. The major customer concerns include aging, acne, and pigmentation. Large companies are thus focused on extending their current product lines and introducing new products to satisfy the demand of the consumers. For example, AVEDA, a brand of Estee Lauder Companies, launched a daily light guard

defense fluid wide spectrum SPF 30, which offers consumers multifunctional benefits such as free radical damage protection and strengthens the natural barrier to the skin's environment. Such innovations and extensions to portfolios thus drive market growth.

Based on Products, the market is segmented into Shave Care, Creams & Moisturizers, Sunscreen, Cleansers & Face Wash and other products. Based on Distribution Channels, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores, Pharmacies, E Commerce and other channels. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, 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 The Procter and Gamble Company, Unilever PLC, L'Oreal Group, Johnson and Johnson, Coty, Inc. (JAB Cosmetics B.V.), Koninklijke Philips N.V., Beiersdorf AG, Estee Lauder Companies, Inc., Energizer Holdings, Inc., and Edgewell Personal Care Company.

Scope of the Study

Market Segmentation:

By Products

Shave Care

Creams & Moisturizers

Sunscreen

Cleansers & Face Wash and

other products

BY Distribution Channels

Supermarkets & Hypermarkets

Convenience Stores

Pharmacies

E Commerce and

other channels

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

The Procter and Gamble Company

Unilever PLC

L'Oreal Group

Johnson and Johnson

Coty, Inc. (JAB Cosmetics B.V.)

Koninklijke Philips N.V.

Beiersdorf AG

Estee Lauder Companies, Inc.

Energizer Holdings, Inc.

Edgewell Personal Care Company

Unique Offerings from KBV Research

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