

Asia Pacific Sheet Face Mask Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Sheet Face Mask Market would witness market growth of 12.4% CAGR during the forecast period (2018 – 2024).

Sheet masks are face-shaped sheet fabrics which are soaked in with nutrition-packed solution called serum. The sheet is made of various materials such as papers, and fibers or gel types. Sheet mask can be used once therefore, it is individually packaged, making the use of it fast, convenient, and easy.

Asia is a huge market for facial sheet masks, where consumers use masks as part of their regular skincare routine. While they are the key target markets, they are also the most challenging markets to sustain consumer interest with new product developments. The facial mask trend will continue to gain strength in the West, as it becomes part of a regular beauty routine for consumers. Korea is among the leading markets when it comes to product innovations. As per a Korean news agency, in 2017 South Korea-made cosmetic exports had increased 10-fold over the past seven years. Sheet masks from the next generation would go beyond just moisturizing or detoxifying the skin. Skinesque, for example, offers a mask, which comes with a cleanser and a collagen-boosting essence, in addition to a hydrating sheet mask.

Based on the Fabric type, the Sheet Face Mask market is segmented into Non-woven fiber, Cottons, Hydrogel, Bio-cellulose, and Other Fabric Type. Based on the Distribution Channel, the market is segmented into Online and Offline. The category segment includes Premium Sheet Face masks and Mass Sheet Face Masks. Based on end user the market is segmented into male users and female users. 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 TONYMOLY Co.,Ltd., Bio Natural Inc., The Face Shop, Innisfree Corporation, Kracie Holdings, Ltd., Estee Lauder Companies Inc., Yunos Co. Ltd, Es Cosmetics, Lancome Paris, and Star Skin Beauty Group AG.

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