

## Asia-Pacific Skin Care Market (2016 - 2022)

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### Abstracts

Skin Care Products are used extensively by the population for maintaining and improving the appearance of face and other body parts. The Skin Care products include face packs, creams, moisturizer, lotions, and conditioners among others. These products help in conditioning the skin, protecting the skin from environmental dust, oil & pollution and also clean makeup and soils.

Changing lifestyle in developing countries like India and China has resulted in the significant growth of skin care products. People are now becoming more concerned about their skin health and wellness. Skin Care products are getting more attraction among 30s, 40s, and 50s ages population. People of these ages are likely to look good and to ensure this; they are using skin care products extensively. Rising disposable income and intending to look young are some of the major factor driving the growth of anti- ageing creams and hence, the skin care products. Additionally, changing lifestyle and rising awareness towards the health and skin care could contribute in the growth of skin care products market.

The market for skin care products has been segmented on the basis of type and region. Based on Country, the market has been segmented into Face Creams and Body Lotion. Face Creams are further segmented into Anti-Ageing Cream, Skin Brightening Creams, and Sun Protection. On the other hand, Body lotions are divided into Mass Market Body Care Lotion, Premium Body Care. Based on the Country, the market is segmented into China, India, Japan, South Korea, Singapore, Australia and Rest of Asia-Pacific.

The key players operating in Skin Care Products Market are Johnson & Johnson Private Limited, Unilever Plc, The Este Lauder Companies Inc., Avon Products Inc., Kao Corporation, L'Oreal S.A., Colgate-Palmolive Company, Shiseido Company, Beiersdorf Ag, and Procter & Gamble Co. Recently, KOSÉ Corporation has launched two new products Spawake Moisturising 2-in-1 Foam Cleanser & Spawake Whitening Ultra

Fresh Gel Cream in India.

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