

Europe Beard Oil Market (2019-2025)

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Abstracts

The Europe Beard Oil Market would witness market growth of 5.5% CAGR during the forecast period (2019-2025). Natural oils with hair, absolute and/or extracts are normally obtained by both carrier oils and essential oils. Carrier oils constitute the bulk of the product volume and are formulated for skin and beard conditions. Coconut, grape seed, jojoba, saffron, and argan are the most common kinds of carrier oil. They are used in beard oils as a natural fragrance, but may also benefit from aromatherapy. Like essential oils, absolute oils, and extracts are generally very strong and can lead to chemical burns and skin irritations, they are often paired with carrier oils to dilute.

Beard oil acts as a moisturizer that directly enters the hair follicle which prevents the brittleness of hair, particularly in cold windy areas, since the moisture of the beard area is caused by these weather conditions. Moisturizing the area helps protect against flakes, dandruff, and dry skin. Some beard oil products may comprise additional vitamins or nutrients like vitamin E. This hydrating protects the skin from being itchy and irritated under the beard. Beard oil also works under the skin's layer, as a tool to nourish the beard, making it easier to handle, look neater, and smoother.

Beard oil is suitable for all types of skin, provides moisture, and is composed of several essential and carrier oils to promote healthy hair growth. Beard oil is formulated with a proprietary combination of four essential oils: manuka, meadowfoam seed, moringa, and clove. Beard oils ensure proper hydration and healthy skin and facial hair. In the regional market, Europe dominated the market space in 2018. However, Asia Pacific is projected to record the highest market growth rate from 2019 to 2025.

The online distribution channel sub-segment shows a high potential to grow exponentially over the forecast period. The growth of the segment has been driven by increased awareness of the distribution channels online and by the amount of Internet- and smartphone-users. Also, online sales platforms have cashback offerings, branded

goods discounts, and door delivery facilities that will further push the segment.

The report highlights the adoption of Beard Oil in Europe. Based on Type, the market is segmented into Organic and Conventional. Based on Distribution Channel, the market is segmented into Hypermarkets & Supermarkets, Convenience Stores and Online. The report also covers geographical segmentation of Beard Oil market. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

Key market participants profiled in the report includes Bossman Brands, Leven Rose, Hindustan Unilever Limited (HUL) (Unilever) Inc., The American Beard Company, Artnaturals, Brickell Men's Products, The Gentleman, Honest Amish, Viking Revolution and Mountaineer Brand.

Scope of the Study

Market Segmentation:

Market Segmentation

By Type

Organic

Conventional

By Distribution Channel

Hypermarkets & Supermarkets

Convenience Stores

Online

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled:

Bossman Brands

Leven Rose

Hindustan Unilever Limited (HUL) (Unilever) Inc.

The American Beard Company

Artnaturals

Brickell Men's Products

The Gentleman

Honest Amish

Viking Revolution and

Mountaineer Brand

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