

Europe Cosmetics Market (2016-2022)

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Abstracts

Fast changing lifestyle is a pivotal factor that is driving the global cosmetics market. Climatic changes in various regions has contributed to the demand for skin and sun care cosmetic products. Skin care products have gained acceptance from both men and women. Anti-ageing creams are at all-time high. Rising trend of using skin care products among individuals across varied age group is complimenting the growth of global cosmetics market.

The Europe cosmetics market is expected to grow at a CAGR of 2.6% during the forecast period. Market leaders are working on product launch, acquisitions and collaborations as key strategies to grow product portfolios and also expand their geographic reach. Leading players such as L'Oréal International, Avon Product Inc., Procter and Gamble, Unilever, Oriflame Cosmetics, Revlon Inc., Kao Corporation, Estee Lauder, Skin Food and Shiseido corporation, Limited, are profiled in the report.

The report highlights the adoption of Cosmetics in Europe. Based on the Category, the Europe Cosmetics Market is segmented into Skin and Sun Care, Hair Care, Deodorants, Makeup and Colour and Fragrances segment. Based on the Mode of Sale, the market is bifurcated into Retail and Online segment. The Europe cosmetics market is further segmented into men and women segments based on the gender. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

Key players profiled in the report includes L'oréal International, Avon Products, The Procter & Gamble Company (P&G), Unilever Plc., Oriflame Cosmetics, Revlon, Kao Corporation, The Estee Lauder Companies Inc, Shiseido Corporation, and Skin Food.

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