

Europe Hydrating Spray Market (2019-2025)

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Abstracts

The Europe Hydrating Spray Market would witness market growth of 5.3% CAGR during the forecast period (2019-2025).

The industry is seeing growing use of natural and organic ingredients in their hair and body care products as customers find them healthier than regular products containing other ingredients such as formaldehyde, hydro fluorocarbons, fragrances, and micro particles. Manufacturers also innovate their product range with organic detanglers, protective and styling serums, and spray-format volumization of products. The natural products of body mist use natural sources like cardamom, bergamot, musk, jasmine, nutmeg, papaya, pineapple, and rose. The organic hair mist products also use natural sources including cotton, murumuru seed butter, soybeans, black oat seeds, olive oil, coconut oil, and honey.

High numbers of fashion-conscious consumers have driven Europe's sales growth. The two key marketing initiatives taken up by market players are social media campaigns and celebrities endorsements. The main markets in this region are the United Kingdom, France, Germany, Spain, Russia, and Italy. Germany has been the biggest market in the region with a dominant market share, followed by the United Kingdom, France, and Italy.

Based on Product Type, the market is segmented into Face, Body and Hair. Based on Gender, the market is segmented into Female and Male. Based on Distribution Channel, the market is segmented into Specialty Stores, Supermarkets & Hypermarkets, Online and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include L'Oréal Group, Unilever PLC, Oriflame Cosmetics AG, The Procter and Gamble Company, Revlon, Inc., Kao Corporation, Estee Lauder Companies, Inc., Johnson and Johnson, Shiseido Company Limited and

Natura & Co.

Scope of the Study

Market Segmentation:

By Product Type

Face

Body

Hair

By Gender

Female

Male

By Distribution Channel

Specialty Stores

Supermarkets & Hypermarkets

Online

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

L'Oréal Group

Unilever PLC

Oriflame Cosmetics AG

The Procter and Gamble Company

Revlon, Inc.

Kao Corporation

Estee Lauder Companies, Inc.

Johnson and Johnson

Shiseido Company Limited

Natura & Co.

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