

Europe Lip Care Products Market (2019-2025)

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Abstracts

The Europe Lip Care Products Market would witness market growth of 6.18% CAGR during the forecast period (2019-2025).

The lip-care industry in the UK is rising because lip-care products are a crucial part of the daily skin-care regime. Increased emphasis on youthful appearance and personal grooming is a key driver of the market. In addition, rising demand for value-added lip care products like herbal and sun protection products also has a significant impact on market growth. Certain factors driving this market are growth in the e-commerce industry, continuous consumer product innovation, increasing social media penetration, increasing demand for male-oriented lip care products, etc.

Cosmetics packaging manufacturers are finding ways to deliver packaging solutions that directly address the wide range of products available in the lip care market segment. Due to the nature of lip care products, lip care packaging must give priority to packaging functions such as product display, communication of product specification detail, communication of brand value and enhancement of the product's visual appeal on retail shelves. One of the main factors that promote the growth of the lip care packaging market is the increase in disposable per capita income among people in developing economies.

Multi-tasking hybrid products have been popular for some time in skincare, with more developments combining different uses in one product, from moisturizer-SPFs to exfoliating toners. This can be understood as an effective approach entering the industry of lip care, where a lip product can have several skin-care advantages, all blended into one. It has been predicted that lip products can both exfoliate and hydrate along with potentially bridging the makeup category. Just like the skin on the eyes, the lips have some of the thinnest skin on the body, and it's necessary to look beyond the face to make sure that the skin is being taken care of as a whole.

Based on Type, the market is segmented into Non-medicated, Sun Protection and Therapeutic & Medicated. Based on Distribution Channel, the market is segmented into Offline and Online. 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'Oreal Group, Kao Corporation, Natura & Co. (Avon Products, Inc.), The Himalaya Drug Company (Himalaya Global Holdings Ltd.), Blistex, Inc., Revlon, Inc. (MacAndrews & Forbes), The Procter and Gamble Company, Bayer AG, Unilever PLC, and Beiersdorf AG.

SCOPE OF THE STUDY

Market Segmentation:

By Type

Non-medicated

Sun Protection

Therapeutic & Medicated

By Distribution Channel

Offline

Online

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

L'Oreal Group

Kao Corporation

Natura & Co. (Avon Products, Inc.)

The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

Blistex, Inc.

Revlon, Inc. (MacAndrews & Forbes)

The Procter and Gamble Company

Bayer AG

Unilever PLC

Beiersdorf AG

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