

Europe Men Skincare Products Market By Products (Shave Care, Creams & Moisturizers, Sunscreen, Cleansers & Face Wash and other products), By Distribution Channels (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies, E Commerce and other channels), By Country, Industry Analysis and Forecast, 2020 - 2026

<https://marketpublishers.com/r/E8DCAD265494EN.html>

Date: June 2020

Pages: 99

Price: US\$ 1,500.00 (Single User License)

ID: E8DCAD265494EN

Abstracts

The Europe Men Skincare Products Market would witness market growth of 8.2% CAGR during the forecast period (2020-2026).

With a recent deluge of prestige and direct-to-consumer brands joining the game, experts are predicting a surge in the men's skincare market. The overall market dominated by the prestige skincare brands. Now, the same prestige, indie, and direct-to-consumer brands are launching men-oriented products – and seeing huge success in the marketing of viral social media. New brands will continue to create headlines in skincare as long as customers can explore new products — a trend that has evolved in recent years — and have an emotional connection through social media.

The growing demand for skincare products from natural and organic is one of the major trends seen in the skincare products market for men. In accordance with the health and wellness trend, skincare products from organic or green men, which are of excellent quality and can be used without the prescription of a practitioner, are experiencing an uptick in demand from customer segments all over the world. This factor creates ample opportunities for manufacturers of men's skincare products to market the herbal or organic line of products. With few or no known harmful effects of natural and organic products, market players are introducing launching natural and organic products to gain market share.

Growing male awareness of personal hygiene and grooming globally has powered

demand over the years for men's skincare products. At a macro level, factors such as rising consumer disposable income and mushrooming distribution channel growth are boosting the worldwide demand for men's skincare products. In addition, the increasing popularity of men's skincare solutions sourced from sustainable materials is a significant factor in driving the market growth. In response to the increasing demand for natural ingredients, leading brands within the industry are increasingly focusing on green formulations.

Based on Products, the market is segmented into Shave Care, Creams & Moisturizers, Sunscreen, Cleansers & Face Wash and other products. Based on Distribution Channels, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores, Pharmacies, E Commerce and other channels. 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 The Procter and Gamble Company, Unilever PLC, L'Oreal Group, Johnson and Johnson, Coty, Inc. (JAB Cosmetics B.V.), Koninklijke Philips N.V., Beiersdorf AG, Estee Lauder Companies, Inc., Energizer Holdings, Inc., and Edgewell Personal Care Company.

Scope of the Study

Market Segmentation:

By Products

Shave Care

Creams & Moisturizers

Sunscreen

Cleansers & Face Wash and

other products

BY Distribution Channels

Supermarkets & Hypermarkets

Convenience Stores

Pharmacies

E Commerce and

other channels

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

The Procter and Gamble Company

Unilever PLC

L'Oreal Group

Johnson and Johnson

Coty, Inc. (JAB Cosmetics B.V.)

Koninklijke Philips N.V.

Beiersdorf AG

Estee Lauder Companies, Inc.

Energizer Holdings, Inc.

Edgewell Personal Care Company

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