

Global Cosmetics Market (2016-2022)

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Abstracts

Cosmetics has become an indispensable part of modern lifestyle. Growing need for external beauty and perfection has become the major driving force for the market growth. Along with women, men have also seamlessly added beauty products into their daily lives, and such a shift would significantly contribute to the growth of the global cosmetics market.

Cosmetics market is among some of the most potential and stable markets, across industries. Regionally, Asia-Pacific exhibits tremendous potential for growth of the cosmetic market. U.S and U.K. based companies have ensured to presence in some of the fastest developing countries in the Asian market. Global cosmetics market is driven due to factors such as changes in lifestyle of urban population, pressing need for presenting a better and more confident personality, steadily rising GDPs across various countries and the use of natural ingredients in manufacturing cosmetic products. Swiftly growing beauty treatments and growing awareness of probable side effects of cosmetics are some of the limiting factors that hinder the market growth of cosmetics market.

The global cosmetic market is a very highly competitive market due to many large cosmetic brands. Market leaders are working on product launch, acquisitions and collaborations as key strategies to grow product portfolios and also expand their geographic reach.

The report highlights the adoption of Cosmetics, globally. Based on the Category, the Global 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 global cosmetics market is further segmented into men and women segments based on the gender. The geographies included in the report are North America, Europe, Asia Pacific and LAMEA (Latin

America, Middle East and Africa).

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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