

LAMEA Cosmetics Market (2016-2022)

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Abstracts

The LAMEA cosmetics market is expected to reach \$538.3 million by 2022, growing at a CAGR of 5.6% during the forecast period. Skin care, sun care and hair care cosmetic products are widely used by both men and women; therefore, occupy maximum market share within the cosmetic market. Skin and Sun care segment would register a market value of \$180.5 million by 2022, growing at CAGR of 5.0% during 2016 - 2022.

Manufacturers are working very hard to explore the untapped creative marketing strategies. New product launches with natural ingredients, regular cosmetic products packaged beautifully have been adopted by the manufacturing companies to increase sales of cosmetics products. Use of natural ingredient that have no adverse effect on the skin is a popular strategy of manufacturers to attract customers.

The report highlights the adoption of Cosmetics in LAMEA. Based on the Category, the LAMEA 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 LAMEA cosmetics market is further segmented into men and women segments based on the gender. The countries included in the report are Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA.

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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