

LAMEA 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

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Abstracts

The Latin America, Middle East and Africa Men Skincare Products Market would witness market growth of 9.6% CAGR during the forecast period (2020-2026).

The large gap between market sizing of the market for men's skincare products and that of women will decrease over time, and growth prospects remain high, particularly in established North American and European markets. These regions continue to flourish due to the extended routine of high-income male consumers, especially baby boomers, to grooming. Men's skincare products are now gaining popularity armed with even more exposure to knowledge than ever.

With increasing air pollution around the globe, demand for men's skincare products is increasing, which can alleviate the effects of air pollution on the skin or those which can prevent pollutants from harming the skin. Anti-aging products not only cure wrinkles, fine lines, and age spots but also enhance skin tone, protect against ultraviolet (UV) rays, increase collagen, and help with skin hydration. Thus, the market is expected to experience a positive outlook during the forecast period, with these advantages.

The extensive attention brought on by the era of social media plays a huge role for customers to still spend more money into their appearance. Men become more aware of self-grooming, body image, and hygiene. Alongside e-commerce, online market penetration has increased, allowing easy access to a rapidly expanding range of products to be selected.

In addition, the organic and vegan beauty movement played a major role in raising awareness among consumers about beauty and wellness products that helped bring the male customer base into its fold. Growing conversations about environmentally friendly, ethically produced, and cruel skincare products find greater resonance with young men who choose to align with brands with whose ideology they identify.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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

Unique Offerings from KBV Research

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