

Latin America, Middle East & Africa Hydrating Spray Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Hydrating Spray Market would witness market growth of 8.2% CAGR during the forecast period (2019-2025).

Consumers are increasingly buying beauty products online because of factors including convenience and easy on-the-go shopping experience. This has motivated several beauty brands towards developing their platforms online. Beauty marketers also embrace an Omni channel strategy to increase their revenue and availability of products. They integrate their operations online and offline to provide consumers with a hassle-free shopping experience. P&G Everyday, P&G Shop, and P&G Professional from Procter & Gamble, and L'Oréal's Paris use the online platform to sell hair care products.

In the coming years, the growing trends towards m-commerce will be a key factor in growth for this market. The market is characterized by the presence of regional and international vendors. In addition to generating revenue from retail sales, the global market vendors are providing their products online. These vendors compete based on their broad portfolio of products and beauty brands that are popular around the world. Due to the value-added benefits and multi-functionality of the products offered by these established players, the market competition is intensifying. The market has significant growth opportunities for several players with the increased demand for organic and herbal beauty products.

Based on Product Type, the market is segmented into Face, Body and Hair. Based on Gender, the market is segmented into Female and Male. Based on Distribution Channel, the market is segmented into Specialty Stores, Supermarkets & Hypermarkets, Online and Others. 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 L'Oréal Group, Unilever PLC, Oriflame Cosmetics AG, The Procter and Gamble Company, Revlon, Inc., Kao Corporation, Estee Lauder Companies, Inc., Johnson and Johnson, Shiseido Company Limited and Natura & Co.

Scope of the Study

Market Segmentation:

By Product Type

Face

Body

Hair

By Gender

Female

Male

By Distribution Channel

Specialty Stores

Supermarkets & Hypermarkets

Online

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

L'Oréal Group

Unilever PLC

Oriflame Cosmetics AG

The Procter and Gamble Company

Revlon, Inc.

Kao Corporation

Estee Lauder Companies, Inc.

Johnson and Johnson

Shiseido Company Limited

Natura & Co.

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