

Latin America, Middle East & Africa (LAMEA) Skin Care Market (2016 - 2022)

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Abstracts

Skin Care Products are used extensively by the population for maintaining and improving the appearance of face and other body parts. The Skin Care products include face packs, creams, moisturizer, lotions, and conditioners among others. These products help in conditioning the skin, protecting the skin from environmental dust, oil & pollution and also clean makeup and soils.

People are becoming concerned about health and hygiene of the skin. Side-effects from the chemical based skin care products have increased the demand for organic and herbal products among the population. Additionally, online market is also playing the vital role in the growing awareness towards skin care. Skin Care Blogs, online skin consultant, specific skin products for skin problems such as anti- ageing, acne treatment are enhancing consumer's interest. The growing awareness would ultimately enhance the market penetration of skin care products.

The market for skin care products has been segmented on the basis of type and region. Based on Country, the market has been segmented into Face Creams and Body Lotion. Face Creams are further segmented into Anti-Ageing Cream, Skin Brightening Creams, and Sun Protection. On the other hand, Body lotions are divided into Mass Market Body Care Lotion, Premium Body Care. Based on the Country, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, Rest of Latin America, Middle East and Africa.

The key players operating in Skin Care Products Market are Johnson & Johnson Private Limited, Unilever Plc, The Este Lauder Companies Inc., Avon Products Inc., Kao Corporation, L'Oreal S.A., Colgate-Palmolive Company, Shiseido Company, Beiersdorf Ag, and Procter & Gamble Co.

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