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Latin America, Middle East & Africa Lip Care Products Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Lip Care Products Market would witness market growth of 7.5% CAGR during the forecast period (2019-2025).

Non-medicated lip care products are becoming increasingly prevalent among consumers because of the increased demand for various grooming products. In addition, the excessive expenditure on health, grooming, and hygiene products from millennials have fueled the demand for this category of products. Non-medicated lip care products cover lip butter, lip conditioners, and lip balms that provide shining and moisturizing benefits to the lips. Teenagers and millennials are the primary target customers for these products.

Lip care products are mainly focused on ingredients to make lips resistant to temperature variations, good taste, innocuousness, smoothness during application, adherence and simple deliberate removal. The main ingredient of lip care, such as waxes, oils, and butter, is derived from the petroleum residues offered in the form of industrial wax, which means that the petroleum industry has a major impact on the lip care market. In order to formulate lip care products like lip balms, it is important to balance the concentration of important ingredients, like butter, oils, and waxes, so that the final product has a sufficient melting point between 65 and 75 degrees Celsius.

Based on Type, the market is segmented into Non-medicated, Sun Protection and Therapeutic & Medicated. Based on Distribution Channel, the market is segmented into Offline and Online. 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'Oreal Group, Kao Corporation, Natura & Co. (Avon Products, Inc.), The Himalaya Drug Company (Himalaya Global Holdings Ltd.), Blistex, Inc., Revlon, Inc. (MacAndrews & Forbes), The Procter and Gamble Company, Bayer AG, Unilever PLC, and Beiersdorf AG.

SCOPE OF THE STUDY

Market Segmentation:

By Type

Non-medicated

Sun Protection

Therapeutic & Medicated

By Distribution Channel

Offline

Online

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

L'Oreal Group

Kao Corporation

Natura & Co. (Avon Products, Inc.)

The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

Blistex, Inc.

Revlon, Inc. (MacAndrews & Forbes)

The Procter and Gamble Company

Bayer AG

Unilever PLC

Beiersdorf AG

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