

North America Cosmetics Market (2016-2022)

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Abstracts

The North America cosmetics market is expected to grow at a CAGR of 4.0% during the 2016-2022. 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.

Due to steady growth of the cosmetics market, manufacturers are working towards offering innovative products to remain competitive in the fast growing market. Use of natural ingredients such as aloe Vera, tea, black sugar in cosmetic products would have a positive impact on the products, as the harmful effects would be almost nullified, thereby significantly contributing to the growth of the cosmetics market in North America. Use of cosmetics by men will further drive the market growth. Additionally, online portals are increasingly growing in popularity among the youth which would further add to the market growth.

The report highlights the adoption of Cosmetics in North America. Based on the Category, the Global 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 North America cosmetics market is further segmented into men and women segments based on the gender. The countries included in the report are U.S, Canada, Mexico and Rest of North America.

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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