

# **North America Herbal Beauty Products Market By Products (Hair Care, Fragrance, Skin Care and Other Products), By Distribution Channel (Hypermarkets, Pharmacy & Drug stores, E-commerce and Other Distribution Channels), By End User (Women and Men), By Country, Industry Analysis and Forecast, 2020 - 2026**

<https://marketpublishers.com/r/N326AD98B9E6EN.html>

Date: October 2020

Pages: 62

Price: US\$ 1,500.00 (Single User License)

ID: N326AD98B9E6EN

## **Abstracts**

The North America Herbal Beauty Products Market would witness market growth of 9% CAGR during the forecast period (2020-2026).

Cosmetics are products useful in altering or improve the appearance of the face and consistency in the texture of the body. Herbal cosmetics contain natural compounds that are derived from different natural sources that affect the functions of the skin and at the same time, they also provide nutrients that are necessary for healthy skin or hair. As these herbal products are devoid of harmful synthetic chemicals, that may prove to be toxic for the skin, there is a rise in demand for herbal cosmetics all across the globe.

The protruding factors that were boosting the market before the outbreak of the COVID-19 pandemic entailed the growth in disposable income, enhancements in the lifestyle of the people, and increasing concerns about the appearance. Though, meanwhile, at the beginning of 2020, the market has been a drop in the growth rate in the first quarter. The lockdown situation forced across the globe has considerably reduced the demand for beauty products and many cosmetic manufacturers have shut down their production facilities due to the dearth of laborers.

Increasing fondness for herbal ingredients that can act as a natural cure for hair-related

problems and acne skin has been boosting the market growth. Recognized market players have been concentrating on dealing in the natural beauty and personal care segment and acquiring firms to expand the customer base by inviting and attracting people who are progressively more passionate about healthier herbal products. Lotus Herbal in the year 2019 has announced its plan which includes acquiring an herbal and natural beauty product manufacturing company as an expansion strategy. The company is in touch with investment bankers to identify national or international possible targets for the same.

Based on Products, the market is segmented into Hair Care, Fragrance, Skin Care and Other Products. Based on Distribution Channel, the market is segmented into Hypermarkets, Pharmacy & Drug stores, E-commerce and Other Distribution Channels. Based on End User, the market is segmented into Women and Men. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Weleda AG, Arbonne International, LLC (Yves Rocher), Vasa Cosmetics Pvt. Ltd., Shahnaz Ayurveda Pvt. Ltd., Grown Alchemist, Hemas Holdings PLC, The Himalaya Drug Company (Himalaya Global Holdings Ltd.), Estee Lauder Companies, Inc., Natura & Co., and Bio Veda Action Research Company (Biotique).

## Scope of the Study

### Market Segmentation:

#### By Products

Hair Care

Fragrance

Skin Care

Other Products

#### By Distribution Channel

Hypermarkets

Pharmacy & Drug stores

E-commerce

Other Distribution Channels

#### By End-User

Women

Men

#### By Country

US

Canada

Mexico

Rest of North America

#### Companies Profiled

Weleda AG

Arbonne International, LLC (Yves Rocher)

Vasa Cosmetics Pvt. Ltd.

Shahnaz Ayurveda Pvt. Ltd.

Grown Alchemist

Hemas Holdings PLC

The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

Estee Lauder Companies, Inc.

Natura & Co.

Bio Veda Action Research Company (Biotique)

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