

North America Lip Care Products Market (2019-2025)

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Abstracts

The North America Lip Care Products Market would witness market growth of 6.12% CAGR during the forecast period (2019-2025).

Several people use lip balm to keep their lips moisturized during the cold or dry weather. Many use it on a daily basis, particularly if they have dry skin or prefer to lick their lips often, which can lead to cracking, dryness, and peeling. The science behind lip balm is not as complex as other types of makeup or skincare products. In fact, there are only a few components in basic types of lip balms that keep the skin safe. One ingredient moisturizes the lips (usually vitamin E) and the other ingredients seal it (usually some sort of wax). The most common forms of wax used in most lip balms are beeswax and carnauba wax.

The growing and busy lifestyles of customers throughout American countries have led to an increase in demand for multifunctional beauty and personal care products, as customers are seeking holistic approaches to beauty and health care rather than viewing each as a single segment of care. The region provides many brands opportunities for creativity and growth in the field of lip care products. Consumers in the United States are raising their consumption of herbal beauty products, especially skincare products and hair care products, because of their vegan, organic, natural, botanical, and free-from labels.

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 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 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

US

Canada

Mexico

Rest of North America

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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