

North America 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.

There is a huge demand for the skin products in the market such as conditioner, moisturizer, skin lighting creams, and anti-ageing creams, among others coming from population around the globe. These products are widely preferred by consumers of all the ages to maintain healthy and glowing skin. Additionally, the benefits provided by the skin care creams in handling black patches, pigmentation, acne, and pimples among others have enhanced the regular usage of skin care products globally. Moreover, factors such as different creams for different skin types have also attracted more customers to go for skin care products. Additionally, researchers have found that “71% of consumers are interested in anti-aging SPF enhanced body lotions and 59% are interested in body wash with SPF”.

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 U.S, Canada, Mexico, and Rest of North America.

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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 North America Skin Care Products Market, by Type
 - 1.4.2 North America Skin Care Products Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. MARKET OVERVIEW

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
 - 3.2.1 Market Drivers
 - 3.2.2 Market Restraints

CHAPTER 4. NORTH AMERICA SKIN CARE PRODUCTS MARKET

- 4.1 North America Skin Care Products Market by Type
 - 4.1.1 North America Skin Care Products Face Cream Market by Country
 - 4.1.2 North America Skin Care Products Market by Face Cream Type
 - 4.1.2.1 North America Skin Brightening Cream Face Cream Market by Country
 - 4.1.2.2 North America Anti-Ageing Cream Market by Country
 - 4.1.2.3 North America Sun Protection Cream Market by Country
 - 4.1.3 North America Body Lotion Skin Care Products Market by Country
 - 4.1.4 North America Skin Care Products Market by Body Lotion Type
 - 4.1.4.1 North America Skin Care Products Mass Market Body Care Lotion Market by Country
 - 4.1.4.2 North America Skin Care Products Premium Body Care Lotion Market by Country

CHAPTER 5. NORTH AMERICA SKIN CARE PRODUCTS MARKET BY COUNTRY

- 5.1 Introduction

5.2 US Skin Care Products Market

5.2.1 US Skin Care Products Market by Type

5.2.1.1 US Skin Care Products Market by Face Cream Type

5.2.1.2 US Skin Care Products Market by Body Lotion Type

5.3 Canada Skin Care Products Market

5.3.1 Canada Skin Care Products Market by Type

5.3.1.1 Canada Skin Care Products Market by Face Cream Type

5.3.1.2 Canada Skin Care Products Market by Body Lotion Type

5.4 Mexico Skin Care Products Market

5.4.1 Mexico Skin Care Products Market by Type

5.4.1.1 Mexico Skin Care Products Market by Face Cream Type

5.4.1.2 Mexico Skin Care Products Market by Body Lotion Type

5.5 Rest of North America Skin Care Products Market

5.5.1 Rest of North America Skin Care Products Market by Type

5.5.1.1 Rest of North America Skin Care Products Market by Face Cream Type

5.5.1.2 Rest of North America Skin Care Products Market by Body Lotion Type

CHAPTER 6. COMPANY PROFILES

6.1 Colgate Palmolive

6.1.1 Company Overview

6.1.2 Financial Analysis

6.1.3 Segmental and Regional Analysis

6.1.4 Research & Development Expense

6.2 The Procter & Gamble Company (P&G).

6.2.1 Company Overview

6.2.2 Financial Analysis

6.2.3 Segmental Analysis

6.2.4 Research & Development Analysis

6.3 Johnsons & Johnsons

6.3.1 Company Overview

6.3.2 Financial Analysis

6.3.3 Segmental and Regional Analysis

6.3.4 Research & Development Expense

6.4 Unilever

6.4.1 Company Overview

6.4.2 Financial Analysis

6.4.3 Segmental and Regional Analysis

6.4.4 Research & Development Expense

6.5 Estée Lauder Companies Inc.

6.5.1 Company Overview

6.5.2 Financial Analysis

6.5.3 Segmental and Regional Analysis

6.5.4 Research & Development Expense

6.6 Shiseido Co. Ltd.

6.6.1 Company Overview

6.6.2 Financial Analysis

6.6.3 Segmental and Regional Analysis

6.7 Kao Corporation.

6.7.1 Company Overview

6.7.2 Financial Analysis

6.7.3 Segmental Analysis

6.7.4 Research & Development Analysis

6.8 Avon Products, Inc.

6.8.1 Company Overview

6.8.2 Financial Analysis

6.8.3 Segmental Analysis

6.8.4 Research & Development Analysis

List Of Tables

LIST OF TABLES

TABLE 1 NORTH AMERICA SKIN CARE PRODUCTS MARKET, 2012 - 2015, USD MILLION

TABLE 2 NORTH AMERICA SKIN CARE PRODUCTS MARKET, 2016 - 2022, USD MILLION

TABLE 3 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 4 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

TABLE 5 NORTH AMERICA SKIN CARE PRODUCTS FACE CREAM MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 6 NORTH AMERICA SKIN CARE PRODUCTS FACE CREAM MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 7 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2012 - 2015, USD MILLION

TABLE 8 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2016 - 2022, USD MILLION

TABLE 9 NORTH AMERICA SKIN BRIGHTENING CREAM FACE CREAM MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 10 NORTH AMERICA SKIN BRIGHTENING CREAM FACE CREAM MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 11 NORTH AMERICA ANTI-AGEING CREAM MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 12 NORTH AMERICA ANTI-AGEING CREAM MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 13 NORTH AMERICA SUN PROTECTION CREAM MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 14 NORTH AMERICA SUN PROTECTION CREAM MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 15 NORTH AMERICA BODY LOTION SKIN CARE PRODUCTS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 16 NORTH AMERICA BODY LOTION SKIN CARE PRODUCTS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 17 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2012 - 2015, USD MILLION

TABLE 18 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY BODY LOTION

TYPE, 2016 - 2022, USD MILLION

TABLE 19 NORTH AMERICA SKIN CARE PRODUCTS MASS MARKET BODY CARE LOTION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 20 NORTH AMERICA SKIN CARE PRODUCTS MASS MARKET BODY CARE LOTION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 21 NORTH AMERICA SKIN CARE PRODUCTS PREMIUM BODY CARE LOTION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 22 NORTH AMERICA SKIN CARE PRODUCTS PREMIUM BODY CARE LOTION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 23 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 24 NORTH AMERICA SKIN CARE PRODUCTS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 25 US SKIN CARE PRODUCTS MARKET, 2012 - 2015, USD MILLION

TABLE 26 US SKIN CARE PRODUCTS MARKET, 2016 - 2022, USD MILLION

TABLE 27 US SKIN CARE PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 28 US SKIN CARE PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

TABLE 29 US SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2012 - 2015, USD MILLION

TABLE 30 US SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2016 - 2022, USD MILLION

TABLE 31 US SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2012 - 2015, USD MILLION

TABLE 32 US SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2016 - 2022, USD MILLION

TABLE 33 CANADA SKIN CARE PRODUCTS MARKET, 2012 - 2015, USD MILLION

TABLE 34 CANADA SKIN CARE PRODUCTS MARKET, 2016 - 2022, USD MILLION

TABLE 35 CANADA SKIN CARE PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 36 CANADA SKIN CARE PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

TABLE 37 CANADA SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2012 - 2015, USD MILLION

TABLE 38 CANADA SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2016 - 2022, USD MILLION

TABLE 39 CANADA SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2012 - 2015, USD MILLION

TABLE 40 CANADA SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2016 - 2022, USD MILLION

TABLE 41 MEXICO SKIN CARE PRODUCTS MARKET, 2012 - 2015, USD MILLION

TABLE 42 MEXICO SKIN CARE PRODUCTS MARKET, 2016 - 2022, USD MILLION

TABLE 43 MEXICO SKIN CARE PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 44 MEXICO SKIN CARE PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

TABLE 45 MEXICO SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2012 - 2015, USD MILLION

TABLE 46 MEXICO SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2016 - 2022, USD MILLION

TABLE 47 MEXICO SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2012 - 2015, USD MILLION

TABLE 48 MEXICO SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2016 - 2022, USD MILLION

TABLE 49 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET, 2012 - 2015, USD MILLION

TABLE 50 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET, 2016 - 2022, USD MILLION

TABLE 51 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 52 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

TABLE 53 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2012 - 2015, USD MILLION

TABLE 54 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET BY FACE CREAM TYPE, 2016 - 2022, USD MILLION

TABLE 55 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2012 - 2015, USD MILLION

TABLE 56 REST OF NORTH AMERICA SKIN CARE PRODUCTS MARKET BY BODY LOTION TYPE, 2016 - 2022, USD MILLION

TABLE 57 KEY INFORMATION – COLGATE-PALMOLIVE.

TABLE 58 KEY INFORMATION – THE PROCTER & GAMBLE COMPANY (P&G).

TABLE 59 KEY INFORMATION – JOHNSON & JOHNSON

TABLE 60 KEY INFORMATION – UNILEVER

TABLE 61 KEY INFORMATION – ESTÉE LAUDER COMPANIES INC.

TABLE 62 KEY INFORMATION – SHISEIDO CO. LTD.

TABLE 63 KEY INFORMATION – KAO CORPORATION.

TABLE 64 KEY INFORMATION – AVON PRODUCTS, INC.

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