

2018-2023 Global Beauty and Personal Care Consumption Market Report

<https://marketpublishers.com/r/2728AC5A55BEN.html>

Date: August 2018

Pages: 138

Price: US\$ 4,660.00 (Single User License)

ID: 2728AC5A55BEN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Beauty and Personal Care market for 2018-2023.

Personal care are consumer products used in personal hygiene and for beautification. Personal care includes products as diverse as cleansing pads, colognes, cotton swabs, cotton pads, deodorant, eye liner, facial tissue, hair clippers, lip gloss, lipstick, lip balm, lotion, makeup, hand soap, facial cleanser, body wash, nail files, pomade, perfumes, razors, shaving cream, moisturizer, talcum powder, toilet paper, toothpaste, facial treatments, wet wipes, and shampoo.

The increasing demand for Beauty and Personal Care drives the market. It is estimated that the increase in employment rate of women, rapid population growth and increasing disposable income are key driver. People especially for woman prefer to purchase high quality cosmetics which may cost a lot. Therefore, woman preference and increasing awareness about performance are also main drivers. Despite the presence of several drivers, the growth of the beauty and personal care market is curtailed by some serious challenges. High manufacturing and marketing costs, safer products & rapid innovations in cosmetics, easy availability of counterfeit products, and high competition prevailing among vendors for different product categories are several critical challenges, which are hindering the market growth.

Over the next five years, LPI(LP Information) projects that Beauty and Personal Care will register a 6.7% CAGR in terms of revenue, reach US\$ 619800 million by 2023, from US\$ 420000 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Beauty and Personal Care market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Hair Care

Skin Care

Oral Care

Color Cosmetics and Makeup

Fragrances & Deodorants

Soaps and Shower Gel

Sun Care Products

Others

Segmentation by application:

Direct Selling

Hypermarkets & Retail Chains

Specialty Stores

Pharmacies

E-Commerce

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Loreal Group

Procter and Gamble

Beiersdorf

Avon

Unilever

The Estée Lauder Companies

Kao Corporation

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Beauty and Personal Care consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Beauty and Personal Care market by identifying its various subsegments.

Focuses on the key global Beauty and Personal Care manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Beauty and Personal Care with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Beauty and Personal Care submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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