

# 2018-2023 Global Online Beauty and Personal Care Products Consumption Market Report

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## 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 Online Beauty and Personal Care Products market for 2018-2023.

This report studies the Online Beauty and Personal Care Products market. Online Beauty and Personal Care Products refers to Beauty and Personal Care Products sold through the online store.

Europe is the largest sales region of Online Beauty and Personal Care Products in the world in the past few years. Europe market took up about 28.62% the global market in 2017, while USA was 25.23%.

The cosmetics industry is on the path to omni-channel integration, and the online channel will be transformed from a pure sales channel to a brand promotion platform: On the one hand, the online traffic effect is much greater than offline, and efficient brand promotion can be achieved and can be generated with consumers. Effective interaction. On the other hand, e-commerce channel can generate a large amount of customer behavior data, which is of great value for all aspects of the cosmetics industry chain, including the development of marketing strategies for offline channels, supply chain response, user relationship management, and new product development. In the long run, companies with strong control of channels and companies with supply chain integration capabilities will have more competitive advantages.

Over the next five years, LPI(LP Information) projects that Online Beauty and Personal Care Products will register a 19.5% CAGR in terms of revenue, reach US\$ 74800 million by 2023, from US\$ 25700 million in 2017.



This report presents a comprehensive overview, market shares, and growth opportunities of Online Beauty and Personal Care Products 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:

Skin Care

Hair Care

**Color Cosmetics** 

Fragrances

**Oral Hygiene Products** 

Bath and Shower Products

Male Grooming Products

Deodorants

Baby and Child Care Products

Segmentation by application:

Luxuary/Pharmarcy Market

Mass Market

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:

L'Oreal
Unilever
Procter & Gamble
Estee Lauder
Shiseido
Beiersdorf
Amore Pacific
Avon
Johnson & Johnson
Као
Chanel
LVMH
Coty



Clarins Natura Cosmeticos Revlon Pechoin Philips JALA Group FLYCO Shanghai Jawha

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 Online Beauty and Personal Care Products 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 Online Beauty and Personal Care Products market by identifying its various subsegments.

Focuses on the key global Online Beauty and Personal Care Products 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 Online Beauty and Personal Care Products 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 Online Beauty and Personal Care Products 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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