

# Skincare Product Market: Trends, Opportunities and Competitive Analysis

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## Abstracts

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The future of the global skincare product market looks good with opportunities in the areas of anti-aging, sun protection, body care lotion, and multi-functional skin cream. The global skincare product industry is expected to reach an estimated \$219.0 billion by 2030 and is forecast to grow at a CAGR of 4.7% by value from 2024 to 2030. The major drivers for the growth for this market are increasing awareness among consumers about skin care and consumers' inclination towards multi-functional skincare creams.

Emerging trends, which have a direct impact on the dynamics of the skincare product industry, include multiple featured products, such as fairness creams with sun block features and sun care products with anti-aging effects.

A total of 230 figures / charts and 15 tables are provided in this 220-page report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope of, benefits, companies researched and other details of the skincare product market report, download the report brochure.

The study includes skincare product market and forecast for the global skincare product market through 2030 segmented for personal care products as facial care, body and hand care, depilatories, and sun care as follows:

Skincare product market by product [Value (\$ Billion) and Volume (Billion Units) for 2018 – 2030]:

Facial care

Anti-aging

Moisturizer

Cleanser and Scrub

Others

Body and Hand Care

Body Care

Hand Care

Depilatories

Sun care

After Sun

Self-Tanning

Sun Protection

Skincare product market by region [Value (\$ Billion) and Volume (Billion Units) for 2018 – 2030]:

North America

Europe

Asia Pacific

Rest of the World

Skincare product companies profiled in this market report include L'Oréal, Unilever PLC, Estee Lauder Companies Inc., Kao Corporation, and Procter & Gamble.

On the basis of comprehensive research, Lucintel forecasts that the facial care segment is expected to show above average growth during the forecast period.

Within the skincare product industry, facial care is expected to be the largest segment by value and volume.

Asia Pacific is expected to remain the largest market due to the increasing population and rising per capita income in this region.

Some of the features of this report:

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Market size estimates: Growth opportunities in the global skincare product industry in terms of value (\$B) shipment

Trend and forecast analysis: Global skincare product industry trend (2018-2023) and forecast (2024-2030) by region and segment

Segmentation analysis: Global skincare product industry size from 2018 to 2030 by segmented type.

Regional analysis: Global skincare product industry breakdown by key regions of North America, Europe, Asia Pacific and the Rest of the World

Growth opportunities: Analysis of growth opportunities in segment type and regions.

Strategic analysis: This includes M&A, new product development, competitive landscape, and expansion strategies of global skincare product industry suppliers.

Emerging trends: Emerging trends of the global skincare product industry.

Analysis of the competitive intensity of the industry based on Porter's Five Forces model.

This report addresses the following key questions:

Q.1 What are some of the most promising, high-growth opportunities for the skincare product industry by product including facial care (anti-aging, moisturizer, cleanser and scrub, and others), body and hand care, depilatories, and sun care (after sun, self-tanning, and sun protection) and by region of North America, Europe, Asia Pacific, and the Rest of the World?

Q.2 Which segment will grow at a faster pace and why?

Q.3 Which region will grow at a faster pace and why?

Q.4 What are the key factors affecting industry dynamics? What are the drivers and challenges in skincare product industry?

Q.5 What are the business risks and competitive threats in this industry?

Q.6 What are the emerging trends in this industry and reasons behind them?

Q.7 What are some of the changing demands of customers in the skincare product market?

Q.8 What are the new developments in the industry and which skincare product companies are leading these developments?

Q.9 Who are the major players in this industry? What strategic initiatives are being taken by key players for business growth?

Q.10 What are some of the competing products in this industry and how big of a threat do they pose for loss of market share by product substitution?

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