

# Global Facial Serum Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/GFA2E0DE18F2EN.html>

Date: February 2022

Pages: 123

Price: US\$ 3,500.00 (Single User License)

ID: GFA2E0DE18F2EN

## Abstracts

A cosmetic serum is usually a water-based, non-greasy, and intensive formula that contains a high concentration of active substances. Serums can also be oil-based but have an oil-free texture (owing to less concentration of oil in the formulation). The oil-free texture can help them to penetrate deeper.

Based on the Facial Serum market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Facial Serum market covered in Chapter 5:

Burberry

Kao

Johnson & Johnson

Amway

## Chatters Canada

Shiseido  
Beiersdorf  
Combe  
Edgewell Personal Care  
Coty  
Cadiveu Professional USA  
Marchesa  
L'Oreal  
Conair  
Boticario  
Tom's of Maine  
World Hair Cosmetics  
Unilever  
Clarins  
Chanel  
Mary Kay  
Henkel  
Revlon  
LVMH  
Helen of Troy Limited  
P&G  
Estee lauder  
Avon Products

In Chapter 6, on the basis of types, the Facial Serum market from 2015 to 2025 is primarily split into:

Eye Serums  
Blemish and Acne Treatment Serums  
Face Sunscreen Serums  
Face Moisturizing Serums  
Facial Self-Tanning Serums  
Other

In Chapter 7, on the basis of applications, the Facial Serum market from 2015 to 2025 covers:

Specialty Retail Stores  
Department Stores  
Hypermarkets & Supermarkets

## Other

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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