

# Global Sheet Face Mask Market (2018–2023)

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## Abstracts

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Sheet face masks are nutrient-rich face-shaped sheet fabrics which prevent the skin from aging and protect it from the harmful effects of pollution and other external factors. It is used to smoothen out uneven skin tone and allows ingredients to penetrate deep into the skin for brightening, hydration, and cleansing. According to Netscribes, the global sheet face mask market is expected to reach a global revenue of USD 1.94 Bn by 2023, from USD 1.16 Bn in 2018, expanding at a compound annual growth rate (CAGR) of 10.94% during the 2018-2023 period.

The global sheet face mask market is segmented based on fabric type (non-woven, cotton, hydrogel and bio-cellulose) and category (mass and premium).

Fabric type segment insights:

The 'cotton sheet face masks' segment is expected to expand at a CAGR of 11.50% through the forecast period (2018-2023) and will hold a market share of ~40% by 2023. Cotton sheet face masks are becoming increasingly popular because they are soft and breathable, and have better absorption ability. This will be followed by the 'bio-cellulose sheet face masks segment', which will witness a CAGR of 11.90% and occupy a market share of ~32% by 2023, owing to the use of natural ingredients in these products.

Category type segment insights:

Premium sheet face masks held the larger market share of 59% in 2018. Made from superior quality Bemliese sheet, these sheet face masks are preferred over mass sheet face masks. Increase in disposable income and growing awareness about personal

care are the other reasons attributed to its popularity. The 'mass sheet face mask segments', occupying a 41% market share in 2018, is expected to witness a CAGR of 9.74% during the 2018–2023 period.

#### Regional insights:

Based on regions, the global sheet face mask market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East and Africa.

In 2018, Asia-Pacific accounted for an approximately 67% share of the global sheet face masks market. Asian consumers account for most of the demand for face masks, given that it is a crucial part of their daily skincare routines. In Europe, the market is expected to expand at a significant growth rate of 10.21%. The reasons being, increasing use of organic products and growing awareness about new and advanced facial masks. Latin America and the Middle East and Africa are the regions that hold immense potential for the growth of the sheet face masks market. This is because manufacturers are expanding their operations in these regions to meet demand from consumers.

#### Companies covered:

1. Sephora Inc.
2. Innisfree Corporation
3. Lancome Paris
4. Decleor Paris
5. Estee Lauder
6. ES Cosmetics
7. TONYMOLY Co., Ltd.
8. The Face Shop
9. Boss Biological Technique Ltd.
10. BioRepublic SkinCare
11. It's Skin

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## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market scope and segmentation
- 1.2. Key questions answered
- 1.3. Executive summary

### **CHAPTER 2: GLOBAL SHEET FACE MASK MARKET – OVERVIEW**

- 2.1. Global market overview historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), geography-wise market revenue (USD Bn), and market attractiveness analysis
- 2.2. Global market drivers
- 2.3. Global market challenges
- 2.4. Global market trends
- 2.5. Value chain analysis
- 2.6. Porter's five forces analysis
- 2.7. Market segmentation based on the type of fabric (non-woven, cotton, hydrogel and bio-cellulose) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations
- 2.8. Market segmentation based on category type (premium and mass) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

### **CHAPTER 3: NORTH AMERICA SHEET FACE MASK MARKET**

- 3.1. Regional market overview – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations
- 3.2. Market segmentation based on the type of fabric (non-woven, cotton, hydrogel and bio-cellulose) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations
- 3.3. Market segmentation based on category type (premium and mass) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

### **CHAPTER 4: EUROPE SHEET FACE MASK MARKET**

- 4.1. Regional market overview – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key market observations
- 4.2. Market segmentation based on the type of fabric (non-woven, cotton, hydrogel and

bio-cellulose) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

4.3. Market segmentation based on category type (premium and mass) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

## **CHAPTER 5: ASIA-PACIFIC SHEET FACE MASK MARKET**

5.1. Regional market overview – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key market observations

5.2. Market segmentation based on the type of fabric (non-woven, cotton, hydrogel and bio-cellulose) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

5.3. Market segmentation based on category type (premium and mass) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

## **CHAPTER 6: LATIN AMERICA SHEET FACE MASK MARKET**

6.1. Regional market overview – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key market observations

6.2. Market segmentation based on the type of fabric (non-woven, cotton, hydrogel and bio-cellulose) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

6.3. Market segmentation based on category type (premium and mass) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

## **CHAPTER 7: THE MIDDLE EAST AND AFRICA SHEET FACE MASK MARKET**

7.1. Regional market overview – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key market observations

7.2. Market segmentation based on the type of fabric (non-woven, cotton, hydrogel and bio-cellulose) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

7.3. Market segmentation based on category type (premium and mass) – historical (2015–2017) and forecasted (2018–2023) market size (USD Bn), and key observations

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

8.1. Sephora Inc.

8.1.a. Company snapshot

- 8.1.b. Product offerings
- 8.1.c. Growth strategies
- 8.1.d. Initiatives
- 8.1.e. Geographical presence
- 8.1.f. Key numbers
- 8.2. Innisfree Corporation
  - 8.2.a. Company snapshot
  - 8.2.b. Product offerings
  - 8.2.c. Growth strategies
  - 8.2.d. Initiatives
  - 8.2.e. Geographical presence
  - 8.2.f. Key numbers
- 8.3. Lancome Paris
  - 8.3.a. Company snapshot
  - 8.3.b. Product offerings
  - 8.3.c. Growth strategies
  - 8.3.d. Initiatives
  - 8.3.e. Geographical presence
  - 8.3.f. Key numbers
- 8.4. Decleor Paris
  - 8.4.a. Company snapshot
  - 8.4.b. Product offerings
  - 8.4.c. Growth strategies
  - 8.4.d. Initiatives
  - 8.4.e. Geographical presence
  - 8.4.f. Key numbers
- 8.5. ES Cosmetics
  - 8.5.a. Company snapshot
  - 8.5.b. Product offerings
  - 8.5.c. Growth strategies
  - 8.5.d. Initiatives
  - 8.5.e. Geographical presence
  - 8.5.f. Key numbers
- 8.6. TONYMOLY Co., Ltd.
  - 8.6.a. Company snapshot
  - 8.6.b. Product offerings
  - 8.6.c. Growth strategies
  - 8.6.d. Initiatives
  - 8.6.e. Geographical presence

- 8.6.f. Key numbers
- 8.7. The Face Shop
  - 8.7.a. Company snapshot
  - 8.7.b. Product offerings
  - 8.7.c. Growth strategies
  - 8.7.d. Initiatives
  - 8.7.e. Geographical presence
  - 8.7.f. Key numbers
- 8.8. Boss Biological Technique Ltd.
  - 8.8.a. Company snapshot
  - 8.8.b. Product offerings
  - 8.8.c. Growth strategies
  - 8.8.d. Initiatives
  - 8.8.e. Geographical presence
  - 8.8.f. Key numbers
- 8.9. BioRepublic SkinCare
  - 8.9.a. Company snapshot
  - 8.9.b. Product offerings
  - 8.9.c. Growth strategies
  - 8.9.d. Initiatives
  - 8.9.e. Geographical presence
  - 8.9.f. Key numbers
- 8.10. It's Skin
  - 8.10.a. Company snapshot
  - 8.10.b. Product offerings
  - 8.10.c. Growth strategies
  - 8.10.d. Initiatives
  - 8.10.e. Geographical presence
  - 8.10.f. Key numbers

## **CHAPTER 9: CONCLUSION**

- 9.1. Future Outlook
- Appendix
  - o List of tables
  - o Research methodology
  - o Assumptions
  - o About Netscribes, Inc.

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