

Beauty Fridge Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Mechanical Temperature Control and Automatic Temperature Control), By Capacity (Less than 5 Liters, 5-10 Liters, and More Than 10 Liters), By Distribution Channel (Online, Offline), By Region, Competition

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Abstracts

The global beauty fridge market is anticipated to project robust growth in the forecast period due to the increasing consumer awareness, growing impact of social media platforms, increasing women employment and changing lifestyle.

A small, chilled container known as a 'Beauty Fridge Market' is comparable to a standard mini fridge. However, those designed specifically for products typically have modest compartments reserved for creams, face masks, oils, perfumes, etc.

The fashion and beauty industries are expanding rapidly. People are eager to go above and beyond to achieve the greatest outcomes and are more diligent about their beauty regimens today. One of the newest things that users are embracing is the Beauty Fridge Market. It is a little refrigerator used to store skincare and cosmetics to improve results and lengthen shelf life. Refrigeration is advantageous for water-based goods like lotions, creams, gels, and several masks.

Increasing Social Media Awareness Will Fuel the Expansion of Market

Social media has become a widely used marketing channel where businesses and consumers can engage and communicate in real time. Social media is almost



universally used by companies with an online presence to promote their products. However, the beauty industry has benefited more than any other sector from the rise of social media marketing. Social media is becoming a crucial component of every brand's marketing strategy due to its rising popularity and the enormous number of consumers that are engaged on social networks. With an engagement rate of 0.2% and an average of 12 posts per week, skincare brands are now averaging 2.5 thousand interactions per post. More brands are educating consumers about ingredients, appropriate methods, and routines while also encouraging them to open up about their relationships with their skin and the reasons they adore particular products by using extremely instructive visual material. Thus, increasing awareness about beauty products will boost the market growth.

Increasing the Shelf Life and Efficiency of Beauty Products Will Cater the Market

There are various ideas about how to store skincare items. Manufacturers of cosmetics claim that storing them in the refrigerator is not necessary but that keeping them between 5 and 10 degrees Celsius will help prevent the growth of germs, yeast, and the deactivation of some preservatives. The makeup products will last longer if they are kept cool in a Beauty Fridge Market. Additionally, the skin is soothed by chilly temperatures. Itching, acne outbreaks, sunburn, and other skin issues are lessened by the chilly temperature and utilizing cold products. These elements are assisting the product's commercial acceptance. When kept at a chilly temperature, eye products including certain eye masks, serums, and jade rollers aid to minimize eye puffiness. Manufacturers of skin care products occasionally include specific active compounds and temperature-sensitive ingredients, such as Vitamin C, it is recommended to store goods containing Vitamin C in a colder environment. To achieve the best results, gels, serums, essential oils, eye creams, jade or pink crystal rollers, sheet masks, acne treatments, and products containing fruit, plant, or food ingredients should be kept in the refrigerator. Thus, these factors play an important role in fueling the market of Beauty Fridge Market.

Increasing Working Women Population Will Help in Expanding The Market

It is well known that largest share of consumers in the beauty and cosmetics sector is of women. The market for beauty devices is being impacted by the current trends in beauty treatments, such as laser surgeries, nail extensions, facial and hair treatments, and other aesthetic products & services. People who spend a lot of money on skincare would probably also invest in storage solutions to maintain the effectiveness of the products. In particular, women, who now account for nearly 50.4% of all jobs in the



country, seem to be doing well in the American economy in 2020. Customers purchasing power has improved as a result of their increased disposable income. These beauty fridges may be used to store daily grooming supplies and other beauty care items that are simple to use and function better with a decent result in less time, making them ideal for the working population who have limited time to spend on beauty services and visit salons. This is expected to support market expansion on a global scale.

Market Segmentation

The beauty fridge market is segmented based on product type, capacity, and distribution channel. Based on product type, the market is segmented into mechanical temperature control and automatic temperature control. Based on capacity, the market is segmented into less than 5 liters, 5-10 liters, and more than 10 liters. Based on distribution channels, the market is fragmented into online and offline. Based on region, the market is segmented into North America, Asia-Pacific, Europe, Middle East & Africa, and South America.

Company Profiles

The Quick Flick Pty Ltd., Teami LLC., Lisse USA LLC (Cooluli), HCK (USA) LLC, RJ Brands, LLC (Chefman), FaceTory Inc, Church & Dwight Co., Inc. (Flawless), Nekteck Inc (Crownful), COOSEON and Koolatron Corporation are among the major market players in the global platform that lead the market growth of the global beauty fridge market.

Report Scope:

In this report, the global beauty fridge market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Beauty Fridge Market, By Product Type:

Mechanical Temperature Control

Automatic Temperature Control

Global Beauty Fridge Market, By Capacity:

Less than 5 Liters



5-10 Liters

More Than 10 Liters

Global Beauty Fridge Market, By Distribution Channel:

Online

Offline

Global Beauty Fridge Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Indonesia

Europe

Germany

France



United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Beauty Fridge Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).



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(Note: The companies list can be customized based on the client requirements.)



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