

Coffee-Based Personal Care Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Facial Care, Body Care, Hair Care), By End Use (Individual, Fashion & Entertainment Industry, Salons & Parlors, and Others (Spas, etc.)), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Departmental Stores, Exclusive Stores, Online, Others (Direct Sales, Pharmacies, Etc.)), By Region, Competition

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Abstracts

Global coffee-based personal care market is witnessing robust growth, owing to the emergence of consumer preference towards coffee-based products, changing lifestyle of working millennials, and the inclination towards natural ingredient-based products. Moreover, the coffee-based hair care segment is also gaining popularity due to the associated benefits such as strengthening, improvement in hair texture etc. and this aspect is expected to expand the coffee-based personal care market globally in coming years.

Coffee is mainly consumed as a beverage but is becoming more common as an alternative remedy for personal care. Coffee is high in anti-inflammatory and bacterial properties and can help prevent damage to healthy body cells. There are various benefits of caffeine-based personal care products. Coffee-based personal care is used for facial, body, and hair care. The facial care segment includes face wash, coffee face serum, coffee under-eye cream, coffee scrub, coffee moisturizer, lip balm, coffee-based

cosmetics, etc. The body care segment includes coffee-based body moisturizers, body wash, soaps, body scrubs, perfumes and fragrances, etc. Coffee-based shampoos, conditioners, hair masks etc., are some of the products available in hair care.

According to the article of 2022, 33% of American adults are using body and hand care products. About 40% of adults believed maintaining a body care routine was equally crucial to skincare routine. According to L'Oréal, skincare contributes 40% of the global beauty market but is now expanding at around 60%. To the benefit, the skincare market is increasing more quickly than any other segment of the cosmetic industry. In the United States, sales of skincare products increased by 13%. The rising demand for facial, body and hair care among consumers, globally, will boost the coffee-based personal care market during the forecast period.

Benefits of Coffee-Based Personal Care Products is Boosting the Market

Coffee has traditionally been considered the best component in cosmetics because it contains caffeine, which has antioxidant, antibacterial, and anti-aging properties that are beneficial for the skin, scalp, and hair. The demand for coffee-infused personal care products is becoming so popular because of various ingredients crafted from premium coffee beans together with unique aromas and flavors. Coffee beans contain caffeine, which is an excellent component for grooming routines. This improves blood flow to the face, refreshes the skin, and positively affects the hair and scalp. Due to their frequent use in cosmetics, coffee beans have a positive reputation worldwide. Antioxidants are abundant in coffee-infused cosmetic products and help shield the skin from damaging sun rays. Due to its properties of single tissue regeneration, coffee also plays a significant role in controlling cell regrowth, which results in more excellent skin elasticity and maintained hydration. Thus, the demand for coffee-based personal care products among consumers is rising due to its various benefits, during the forecast period.

Coffee-Based Personal Care Products' Hydrating Quality Will Boost the Market Demand

Consumers are attracted to the hydrating properties of coffee-based beauty products. Numerous hydrating coffee beauty solutions that keep the skin radiant and are free of comedogenic chemicals are becoming popular among young girls and women. When these caffeine-based personal care products are applied to the skin, the cocoa butter and vitamin E help plump the skin, ensuring a beautiful and youthful shine. People's preferred coffee energizer has gradually been making its way into cosmetics, from body washes to eye treatments. Additionally, caffeine increases the blood circulation to help

brighten user's skin. . Therefore, the enhanced skin tone with coffee-based products generates new customers and boosts sales of the global market during the forecast period.

Widespread Usage of Coffee-Based Hair Care Products

There are several alleged advantages of coffee for better hair. According to the existing studies, coffee, specifically the caffeine in it, may help in the appearance and texture of hair in a few different ways. Coffee includes flavonoids and antioxidants that support hair regeneration, because of which rinsing hair with coffee-based hair care products help eliminate dullness. It can make hair less frizzy, making it softer and easier to detangle. Moreover, coffee is rich in many nutrients and vitamins that are good for hair in more ways than one. Coffee can be used as a scrub to assist in maintaining healthy scalp function, eliminate product accumulation, and detoxify the scalp. The factor mentioned above is anticipated to drive the global Coffee-based hair care products market, with the benefits associated with using coffee-based hair care products globally, during the forecast period.

Market Segmentation

The global coffee-based personal care market is segmented based on product type, end use and distribution channel. The market is divided into facial care, body care, and hair care based on product type. Based on end use, the market is segmented into individual, fashion & entertainment industry, salon & parlors, and others (spas, etc.). Based on distribution channels, the market is fragmented into supermarkets/hypermarkets, specialty stores, departmental stores, exclusive stores, online stores, others (direct sales, pharmacies, etc.). The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

L'Oréal S.A., PEP Technologies Pvt Ltd. (MCaffeine), Vogue International LLC. (OGX Beauty), The Avon Company, C O Mr. Bean Body Care Pty Ltd, JAVA Skin Care, Estee Lauder Inc., The Body Shop International Limited, The Beauty Company, CAUDALIE UK LTD Company are among the major market players in the global platform that lead the market growth of the global coffee-based personal care market.

Report Scope:

In this report, the global coffee-based personal care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Coffee-Based Personal Care Market, By Product Type:

Facial Care

Body Care

Hair Care

Global Coffee-Based Personal Care Market, By End Use:

Individual

Fashion & Entertainment Industry

Salons & Parlors

Others (Spas, etc.)

Global Coffee-Based Personal Care Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Departmental Stores

Exclusive Stores

Online Stores

Others (Direct Sales, Pharmacies, etc.)

Global Coffee-Based Personal Care Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global coffee-based personal care 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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