

Global BB Cream Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Bottled and Air Cushion), By Application (Oily Skin, Dry Skin, Combination Skin), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Retail Stores, Exclusive Stores, Online, and Others (Departmental Stores, etc.)), By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/G95CB6DD5EF6EN.html>

Date: October 2023

Pages: 180

Price: US\$ 4,900.00 (Single User License)

ID: G95CB6DD5EF6EN

Abstracts

The Global BB Cream Market reached a valuation of USD3.90 billion in 2022 and is projected to experience robust growth during the forecast period, with a Compound Annual Growth Rate (CAGR) of 9.3% up to 2028. This market represents a dynamic and thriving landscape within the cosmetics and skincare industry. BB cream, an abbreviation for 'blemish balm' or 'beauty balm,' is a versatile cosmetic product that combines the properties of skincare and makeup. Initially popularized in Asia, particularly South Korea, BB creams have gained global recognition and have become an essential component of many consumers' beauty regimens. The global BB cream market has experienced substantial growth due to its multifunctional nature and the growing consumer demand for products that offer both skincare benefits and makeup coverage.

BB creams offer a range of qualities, including moisturization, sun protection, color correction, and evening of skin tone. These diverse benefits appeal to consumers seeking efficient and time-saving solutions for their beauty routines. The influence of the Asian beauty market, notably South Korea, played a pivotal role in introducing BB

creams to the global stage. This trend rapidly spread across continents, influencing beauty routines and preferences. As consumers increasingly prioritize skin health and natural beauty, the demand for BB creams surged due to their promise of achieving a flawless complexion while simultaneously nurturing the skin. The popularity of BB creams aligns with broader consumer trends of seeking products that bridge the gap between cosmetic enhancement and skin wellness. This trend reflects changing consumer preferences that emphasize long-term skin health and products that enhance natural beauty without sacrificing skincare benefits.

As the BB cream market expands, the variety of formulations has grown to cater to diverse skin types, tones, and concerns. Brands now offer an extensive range of shades to ensure inclusivity across different ethnicities. This focus on customization ensures that consumers can find a BB cream that suits their individual requirements, promoting self-expression and confidence.

Key Market Drivers

Beauty-Conscious Culture: The global beauty landscape has shifted as consumers prioritize skincare and natural aesthetics over heavy makeup. BB creams reflect this evolving beauty-conscious culture, providing a balance between skincare and makeup that resonates with modern preferences.

Multifunctionality: One of the most compelling drivers for the global BB cream market is the inherent multifunctionality of these products. BB creams combine the benefits of multiple beauty and skincare products into a single formula, appealing to consumers seeking efficiency and simplicity.

Effortless Skincare Solutions: The demand for effortless skincare solutions that bridge the gap between makeup and skincare drives the BB cream market. BB creams align with the trend of embracing natural features while addressing minor imperfections, offering a comprehensive approach to beauty.

Key Market Challenges

Quality and Efficacy Assurance: Ensuring consistent quality and efficacy across various BB cream products is a formidable challenge. Consumers expect BB creams to deliver on promises of skincare benefits and smooth makeup application, requiring rigorous quality control and testing.

Intense Competition and Innovation: The market's intense competition drives brands to innovate and differentiate their products. However, striking the right balance between introducing new features and maintaining core functionality can be challenging.

Catering to Diverse Consumer Needs: The BB cream market spans a diverse range of consumer needs, skin types, and preferences. Creating products that address the demands of different demographics, ethnicities, and regions presents a challenge.

Key Market Trends

Fusion of Skincare and Makeup: A significant trend in the global BB cream market is the fusion of skincare and makeup. BB creams have evolved into products that offer both skincare benefits and cosmetic coverage, aligning with the modern consumer's desire for long-term skin health.

Customization and Diverse Shade Ranges: The market is embracing inclusivity by offering a range of shades and formulations catering to various skin tones and types. Customization extends to formulations tailored for specific skin needs.

Sustainability and Clean Beauty: Sustainability and clean beauty are crucial considerations for consumers. Brands are incorporating eco-friendly practices into product development and packaging, appealing to environmentally conscious consumers.

Segmental Insights

Product Type Insights: Bottled BB cream holds a significant share in the global BB Cream market. Its versatility, convenience, and customizable usage contribute to its popularity. Bottled packaging allows for controlled dispensing, easy application, and product longevity. It accommodates various formulations, catering to different skin types and concerns.

Sales Channel Insights: The online segment plays a substantial role in the BB cream market. Online platforms provide convenience, variety, and accessibility for consumers. They offer a wide range of BB cream options, transcending geographical boundaries and providing educational resources.

Regional Insights

The Asia Pacific region has a substantial share in the global BB cream market. It originated and popularized the BB cream trend, with South Korea being a pivotal contributor. The region's beauty culture and emphasis on skincare benefits have resonated with consumers globally. The Asia Pacific's significant share is attributed to its diverse consumer preferences and skin tones, driving inclusivity in the BB cream market.

Key Market Players

L'Oréal International

Christian Dior SE

The Estée Lauder Companies Inc.

Shiseido Company Ltd.

Revlon Inc.

Amorepacific Group.

INGLOT Cosmetics

ABLE C&C Co. Ltd.

Coty Inc.

Avon Products Inc.

Report Scope:

In this report, the Global BB Cream Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global BB Cream Market, By Product Type:

Bottled

Air Cushion

Global BB Cream Market, By Application:

Oily Skin

Dry Skin

Combination Skin

Global BB Cream Market, By Sales Channel:

Supermarkets/Hypermarkets

Multi-Branded Retail Stores

Exclusive Stores

Online

Others

Global BB Cream 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 bb

Global BB Cream Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented B...

cream market.

Available Customizations:

Global BB Cream Market report with the given market data, Tech Sci 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).

Contents

1. Introduction
 - 1.1. Product Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenged Faced Post Purchase

5. GLOBAL BB CREAM MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Bottled and Air Cushion)
 - 5.2.2. By Application Market Share Analysis (Oily Skin, Dry Skin, Combination Skin)

5.2.3. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Multi-Branded Retail Stores, Exclusive Stores, Online, and Others (Departmental Stores, etc.))

5.2.4. By Regional Market Share Analysis

5.2.4.1. North America Market Share Analysis

5.2.4.2. South America Market Share Analysis

5.2.4.3. Middle East & Africa Market Share Analysis

5.2.4.4. Europe Market Share Analysis

5.2.4.5. Asia-Pacific Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global BB Cream Market Mapping & Opportunity Assessment

5.3.1. By Product Type Mapping & Opportunity Assessment

5.3.2. By Application Mapping & Opportunity Assessment

5.3.3. By Sales Channel Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA BB CREAM MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Application Market Share Analysis

6.2.3. By Sales Channel Market Share Analysis

6.2.4. By Country Market Share Analysis

6.2.4.1. United States BB Cream Market Outlook

6.2.4.1.1. Market Size & Forecast

6.2.4.1.1.1. By Value

6.2.4.1.2. Market Share & Forecast

6.2.4.1.2.1. By Product Type Market Share Analysis

6.2.4.1.2.2. By Application Market Share Analysis

6.2.4.1.2.3. By Sales Channel Market Share Analysis

6.2.4.2. Canada BB Cream Market Outlook

6.2.4.2.1. Market Size & Forecast

6.2.4.2.1.1. By Value

6.2.4.2.2. Market Share & Forecast

6.2.4.2.2.1. By Product Type Market Share Analysis

6.2.4.2.2.2. By Application Market Share Analysis

6.2.4.2.2.3. By Sales Channel Market Share Analysis

- 6.2.4.3. Mexico BB Cream Market Outlook
 - 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
 - 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Product Type Market Share Analysis
 - 6.2.4.3.2.2. By Application Market Share Analysis
 - 6.2.4.3.2.3. By Sales Channel Market Share Analysis

7. EUROPE BB CREAM MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type Market Share Analysis
 - 7.2.2. By Application Market Share Analysis
 - 7.2.3. By Sales Channel Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. France BB Cream Market Outlook
 - 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1. By Value
 - 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Product Type Market Share Analysis
 - 7.2.4.1.2.2. By Application Market Share Analysis
 - 7.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.2. Germany BB Cream Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Product Type Market Share Analysis
 - 7.2.4.2.2.2. By Application Market Share Analysis
 - 7.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.3. Spain BB Cream Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Product Type Market Share Analysis
 - 7.2.4.3.2.2. By Application Market Share Analysis
 - 7.2.4.3.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.4. Italy BB Cream Market Outlook

- 7.2.4.4.1. Market Size & Forecast
 - 7.2.4.4.1.1. By Value
- 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Product Type Market Share Analysis
 - 7.2.4.4.2.2. By Application Market Share Analysis
 - 7.2.4.4.2.3. By Sales Channel Market Share Analysis
- 7.2.4.5. United Kingdom BB Cream Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Product Type Market Share Analysis
 - 7.2.4.5.2.2. By Application Market Share Analysis
 - 7.2.4.5.2.3. By Sales Channel Market Share Analysis

8. ASIA-PACIFIC BB CREAM MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type Market Share Analysis
 - 8.2.2. By Application Market Share Analysis
 - 8.2.3. By Sales Channel Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China BB Cream Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Product Type Market Share Analysis
 - 8.2.4.1.2.2. By Application Market Share Analysis
 - 8.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 8.2.4.2. Japan BB Cream Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Product Type Market Share Analysis
 - 8.2.4.2.2.2. By Application Market Share Analysis
 - 8.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 8.2.4.3. India BB Cream Market Outlook
 - 8.2.4.3.1. Market Size & Forecast

- 8.2.4.3.1.1. By Value
- 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Product Type Market Share Analysis
 - 8.2.4.3.2.2. By Application Market Share Analysis
 - 8.2.4.3.2.3. By Sales Channel Market Share Analysis
- 8.2.4.4. Australia BB Cream Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Product Type Market Share Analysis
 - 8.2.4.4.2.2. By Application Market Share Analysis
 - 8.2.4.4.2.3. By Sales Channel Market Share Analysis
- 8.2.4.5. South Korea BB Cream Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Product Type Market Share Analysis
 - 8.2.4.5.2.2. By Application Market Share Analysis
 - 8.2.4.5.2.3. By Sales Channel Market Share Analysis

9. MIDDLE EAST & AFRICA BB CREAM MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type Market Share Analysis
 - 9.2.2. By Application Market Share Analysis
 - 9.2.3. By Sales Channel Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. South Africa BB Cream Market Outlook
 - 9.2.4.1.1. Market Size & Forecast
 - 9.2.4.1.1.1. By Value
 - 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Product Type Market Share Analysis
 - 9.2.4.1.2.2. By Application Market Share Analysis
 - 9.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 9.2.4.2. Saudi Arabia BB Cream Market Outlook
 - 9.2.4.2.1. Market Size & Forecast
 - 9.2.4.2.1.1. By Value

- 9.2.4.2.2. Market Share & Forecast
 - 9.2.4.2.2.1. By Product Type Market Share Analysis
 - 9.2.4.2.2.2. By Application Market Share Analysis
 - 9.2.4.2.2.3. By Sales Channel Market Share Analysis
- 9.2.4.3. UAE BB Cream Market Outlook
 - 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
 - 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Product Type Market Share Analysis
 - 9.2.4.3.2.2. By Application Market Share Analysis
 - 9.2.4.3.2.3. By Sales Channel Market Share Analysis

10. SOUTH AMERICA BB CREAM MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type Market Share Analysis
 - 10.2.2. By Application Market Share Analysis
 - 10.2.3. By Sales Channel Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Argentina BB Cream Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value
 - 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Product Type Market Share Analysis
 - 10.2.4.1.2.2. By Application Market Share Analysis
 - 10.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 10.2.4.2. Colombia BB Cream Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value
 - 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Product Type Market Share Analysis
 - 10.2.4.2.2.2. By Application Market Share Analysis
 - 10.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 10.2.4.3. Brazil BB Cream Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast

- 10.2.4.3.2.1. By Product Type Market Share Analysis
- 10.2.4.3.2.2. By Application Market Share Analysis
- 10.2.4.3.2.3. By Sales Channel Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL BB CREAM MARKET

- 12.1. Impact Assessment Model
 - 12.1.1. Key Segments Impacted
 - 12.1.2. Key Regions Impacted
 - 12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. PORTER'S FIVE FORCES MODEL

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

15. SWOT ANALYSIS

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

16. COMPETITIVE LANDSCAPE

- 16.1. Company Profiles
 - 16.1.1. L'Oréal International
 - 16.1.1.1. Company Details

- 16.1.1.2. Products
- 16.1.1.3. Financials (As Per Availability)
- 16.1.1.4. Key Market Focus & Geographical Presence
- 16.1.1.5. Recent Developments
- 16.1.1.6. Key Management Personnel
- 16.1.2. Christian Dior SE
 - 16.1.2.1. Company Details
 - 16.1.2.2. Products
 - 16.1.2.3. Financials (As Per Availability)
 - 16.1.2.4. Key Market Focus & Geographical Presence
 - 16.1.2.5. Recent Developments
 - 16.1.2.6. Key Management Personnel
- 16.1.3. The Est?e Lauder Companies Inc.
 - 16.1.3.1. Company Details
 - 16.1.3.2. Products
 - 16.1.3.3. Financials (As Per Availability)
 - 16.1.3.4. Key Market Focus & Geographical Presence
 - 16.1.3.5. Recent Developments
 - 16.1.3.6. Key Management Personnel
- 16.1.4. Shiseido Company Ltd.
 - 16.1.4.1. Company Details
 - 16.1.4.2. Products
 - 16.1.4.3. Financials (As Per Availability)
 - 16.1.4.4. Key Market Focus & Geographical Presence
 - 16.1.4.5. Recent Developments
 - 16.1.4.6. Key Management Personnel
- 16.1.5. Revlon Inc.
 - 16.1.5.1. Company Details
 - 16.1.5.2. Products
 - 16.1.5.3. Financials (As Per Availability)
 - 16.1.5.4. Key Market Focus & Geographical Presence
 - 16.1.5.5. Recent Developments
 - 16.1.5.6. Key Management Personnel
- 16.1.6. Amorepacific Group.
 - 16.1.6.1. Company Details
 - 16.1.6.2. Products
 - 16.1.6.3. Financials (As Per Availability)
 - 16.1.6.4. Key Market Focus & Geographical Presence
 - 16.1.6.5. Recent Developments

- 16.1.6.6. Key Management Personnel
- 16.1.7. INGLOT Cosmetics
 - 16.1.7.1. Company Details
 - 16.1.7.2. Products
 - 16.1.7.3. Financials (As Per Availability)
 - 16.1.7.4. Key Market Focus & Geographical Presence
 - 16.1.7.5. Recent Developments
 - 16.1.7.6. Key Management Personnel
- 16.1.8. ABLE C&C Co. Ltd.
 - 16.1.8.1. Company Details
 - 16.1.8.2. Products
 - 16.1.8.3. Financials (As Per Availability)
 - 16.1.8.4. Key Market Focus & Geographical Presence
 - 16.1.8.5. Recent Developments
 - 16.1.8.6. Key Management Personnel
- 16.1.9. Coty Inc.
 - 16.1.9.1. Company Details
 - 16.1.9.2. Products
 - 16.1.9.3. Financials (As Per Availability)
 - 16.1.9.4. Key Market Focus & Geographical Presence
 - 16.1.9.5. Recent Developments
 - 16.1.9.6. Key Management Personnel
- 16.1.10. Avon Products Inc.
 - 16.1.10.1. Company Details
 - 16.1.10.2. Products
 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key Market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Product Type
- 17.3. Target Sales Channel

18. ABOUT US & DISCLAIMER

I would like to order

Product name: Global BB Cream Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Bottled and Air Cushion), By Application (Oily Skin, Dry Skin, Combination Skin), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Retail Stores, Exclusive Stores, Online, and Others (Departmental Stores, etc.)), By Region, By Competition Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/G95CB6DD5EF6EN.html>

Price: US\$ 4,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G95CB6DD5EF6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms

& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970