

Global Beauty and Personal Care Market, By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)), By Distribution Channel (Departmental Stores/Grocery Retails, Specialty Store, E-Commerce, Pharmacies & Others (Institutional Stores, Expert Store, Salon)) By Region, Competition, Forecast and Opportunities, 2026

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Abstracts

Global beauty and personal care market was valued at USD422.72 billion in 2020 and is expected to reach USD558.12 billion, growing with the CAGR of 4.82% during the forecast period. The global beauty and personal care market is driven by ageing population and increasing per capita expenditure on beauty and personal care. Beauty care market is powerful and dynamic driven by strong consumption growth potential. This potential is supported by the rise of middle- and upper-income classes, as well as by the growing number of senior citizens on the lookout for products that meet their diverse aspirations and their infinite quest for beauty.

The global beauty and personal care market is segmented on the basis of product type, distribution channel, company, and region. In terms of product type, personal care is dominating the beauty and personal care market. However, beauty care is witnessing steady growth over time. Beauty care contributes to the consumers' well-being as well as self-esteem. Makeup and color cosmetic is dominating the beauty care market with 60% market share due to increasing female working population and growing fashion trends and the popularity of social media channels like youtube, facebook and instagram. Nail care is spotted to be the fastest growing due to rising fashion trends



among women, and financial affordability of women.

Regionally, the global beauty and personal care market has been segmented into Asia-Pacific, Europe, North America, South America and Middle East and Africa. Among these regions, Asia-Pacific is the leading market followed by North America and Europe due to rising disposable income, foreign direct investments, growing population and increasing internet penetration. China is the second largest market for beauty and personal care after the United States in terms of revenue and consumption. To remain competitive in the market, companies are continuously engaged in mergers & acquisitions and product launches. For instance, Beiersdorf AG, on August 30th, 2019, successfully completed the acquisition of the iconic sun care brand, Coppertone. Coppertone's global operations will be transferred from Bayer to Beiersdorf, for a purchase price of USD550 million. The company has entered the world's largest sun care market and is strengthening its presence in North America. Coppertone™ has become the fifth brand in Beiersdorf's skin care portfolio in North America, beside NIVEA, Eucerin, Aquaphor, and La Prairie as skin care is at the heart of Beiersdorf AG and caring for skin health through sun protection has been an essential pillar of their business for over 60 years.

The major players operating in the global beauty and personal care market are L'Or?al S.A., Hindustan Unilever Limited, The Procter and Gamble Corporation, The Est?e Lauder Companies Inc., Shiseido Company Limited and Others. Major brands like L'Or?al are trying to discover, test and develop new beauty brands with rapid use of new powerful technologies such as virtual reality, augmented reality and artificial intelligence, that will totally change in the coming years towards an even greater level of service, customization and personalization.

Years considered for this report:

Historical Years: 2016-2020

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:



To analyze the historical growth in the market size of the global beauty and personal care market from 2016 to 2020.

To estimate and forecast the market size of the global beauty and personal care market from 2021 to 2026 and growth rate until 2026.

To define, classify and forecast the global beauty and personal care market based on product type, distribution channel, region and company.

To identify the dominant region or segment in the global beauty and personal care market.

To identify drivers and challenges for the global beauty and personal care market.

To examine competitive developments such as expansions, product launches, mergers and acquisitions, etc. in the global beauty and personal care market.

To identify and analyze the profile of leading players operating in the global beauty and personal care market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of the global beauty and personal care market using a bottom-up and Top-down approach, wherein data for various product type segments were recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated them through analyzing historical data of these products and distribution channels for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.



Key Target Audience:

Beauty and personal care manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

Organizations, forums and alliances related to beauty and personal care

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Global Beauty and Personal Care Market, By Product Type:

Personal Care

Skin Care

Hair Care

Beauty Care

Makeup and Color Cosmetics

Beauty tools and Accessories

Nail Care



Others (Manicure, Pedicure, etc.)

Global Beauty and Personal Care Market, By Distribution Channel:

Departmental Stores / Grocery Retails

Pharmacies

E-commerce

Specialty Stores

Others (Institutional Stores, Experts Store, Salon, etc.)

Global Beauty and Personal Care Market, By Company:

L'Or?al S.A.

Unilever Plc

The Est?e Lauder Companies Inc.

The Procter and Gamble Corporation

Shiseido Company Limited

Kao Corporation

Beiersdorf AG

Coty Inc.

Avon Products

Groupe L'Occitane

Global Beauty and Personal Care Market, By Region:



Asia-Pacific	
China	
Japan	
South Korea	
India	
Australia	
North America	
United States	
Mexico	
Canada	
Europe	
Germany	
France	
United Kingdom	
Italy	
Spain	
South America	
Brazil	
Colombia	
Argentina	



Middle East and Africa

	UAE
	Saudi Arabia
	South Africa
	Iran
Competitive La	andscape
	files: Detailed analysis of the major companies present in the global ersonal care market.
Available Cus	tomizations:
•	n market data, TechSci Research offers customizations according to a ecific needs. The following customization options are available for the

report:

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



Contents

- 1. PRODUCT OVERVIEW
- 2. RESEARCH METHODOLOGY
- 3. IMPACT OF COVID-19 ON GLOBAL BEAUTY AND PERSONAL CARE MARKET
- 4. EXECUTIVE SUMMARY
- 5. VOICE OF CUSTOMER
- 5.1. Factors Affecting Purchasing Decision
- 5.2. Brand Awareness
- 5.3. Challenges Faced Post Purchasing

6. GLOBAL BEAUTY AND PERSONAL CARE MARKET OUTLOOK

- 6.1. Market Size and Forecast
 - 6.1.1. By Value
- 6.2. Market Share and Forecast
- 6.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others))
- 6.2.2. By Distribution Channel (Departmental Stores/Grocery Retails, Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))
 - 6.2.3. By Region
 - 6.2.4. By Company (2020)
- 6.3. Market Map

7. ASIA-PACIFIC BEAUTY AND PERSONAL CARE MARKET OUTLOOK

- 7.1. Market Size and Forecast
 - 7.1.1. By Value
- 7.2. Market Share and Forecast
- 7.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others))
- 7.2.2. By Distribution Channel (Departmental Stores/Grocery Retails, Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))
- 7.2.3. By Country



- 7.3. Asia-Pacific: Country Analysis
 - 7.3.1. China Beauty and Personal Care Market Outlook
 - 7.3.1.1. Market Size and Forecast
 - 7.3.1.1.1 By Value
 - 7.3.1.2. Market Share and Forecast
- 7.3.1.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 7.3.1.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

- 7.3.2. Japan Beauty and Personal Care Market Outlook
 - 7.3.2.1. Market Size and Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share and Forecast
- 7.3.2.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 7.3.2.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 7.3.3. South Korea Beauty and Personal Care Market Outlook
 - 7.3.3.1. Market Size and Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share and Forecast
- 7.3.3.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 7.3.3.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 7.3.4. India Beauty and Personal Care Market Outlook
 - 7.3.4.1. Market Size and Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share and Forecast
- 7.3.4.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 7.3.4.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 7.3.5. Australia Beauty and Personal Care Market Outlook
 - 7.3.5.1. Market Size and Forecast



- 7.3.5.1.1. By Value
- 7.3.5.2. Market Share and Forecast
- 7.3.5.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 7.3.5.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

8. NORTH AMERICA BEAUTY AND PERSONAL CARE MARKET OUTLOOK

- 8.1. Market Size and Forecast
 - 8.1.1. By Value
- 8.2. Market Share and Forecast
- 8.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
- 8.2.2. By Distribution Channel (Departmental Stores/Grocery Retails, Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))
 - 8.2.3. By Country
- 8.3. North America: Country Analysis
 - 8.3.1. United States Beauty and Personal Care Market Outlook
 - 8.3.1.1. Market Size and Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share and Forecast
- 8.3.1.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 8.3.1.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 8.3.2. Mexico Beauty and Personal Care Market Outlook
 - 8.3.2.1. Market Size and Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share and Forecast
- 8.3.2.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others) 8.3.2.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,
- Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))
 - 8.3.3. Canada Beauty and Personal Care Market Outlook
 - 8.3.3.1. Market Size and Forecast



- 8.3.3.1.1. By Value
- 8.3.3.2. Market Share and Forecast
- 8.3.3.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 8.3.3.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

9. EUROPE BEAUTY AND PERSONAL CARE MARKET OUTLOOK

- 9.1. Market Size and Forecast
 - 9.1.1. By Value
- 9.2. Market Share and Forecast
- 9.2.1.1.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others) 9.2.1.1.2. By Distribution Channel (Departmental Stores/Grocery Retails,
- Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))
 - 9.2.2. By Country
- 9.3. Europe: Country Analysis
 - 9.3.1. Germany Beauty and Personal Care Market Outlook
 - 9.3.1.1. Market Size and Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share and Forecast
- 9.3.1.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 9.3.1.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 9.3.2. France Beauty and Personal Care Market Outlook
 - 9.3.2.1. Market Size and Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share and Forecast
- 9.3.2.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others) 9.3.2.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,
- Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))
- 9.3.3. United Kingdom Beauty and Personal Care Market Outlook



- 9.3.3.1. Market Size and Forecast
 - 9.3.3.1.1. By Value
- 9.3.3.2. Market Share and Forecast
- 9.3.3.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 9.3.3.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

- 9.3.4. Italy Beauty and Personal Care Market Outlook
 - 9.3.4.1. Market Size and Forecast
 - 9.3.4.1.1. By Value
 - 9.3.4.2. Market Share and Forecast
- 9.3.4.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others) 9.3.4.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 9.3.5. Spain Beauty and Personal Care Market Outlook
 - 9.3.5.1. Market Size and Forecast
 - 9.3.5.1.1. By Value
 - 9.3.5.2. Market Share and Forecast
- 9.3.5.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others) 9.3.5.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

10. SOUTH AMERICA BEAUTY AND PERSONAL CARE MARKET OUTLOOK

- 10.1. Market Size and Forecast
 - 10.1.1. By Value
- 10.2. Market Share and Forecast
- 10.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
- 10.2.2. By Distribution Channel (Departmental Stores/Grocery Retails, Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))
 - 10.2.3. By Country
- 10.3. South America: Country Analysis
- 10.3.1. Brazil Beauty and Personal Care Market Outlook



10.3.1.1. Market Size and Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share and Forecast

10.3.1.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)

10.3.1.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

10.3.2. Colombia Beauty and Personal Care Market Outlook

10.3.2.1. Market Size and Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share and Forecast

10.3.2.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others) 10.3.2.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

10.3.3. Argentina Beauty and Personal Care Market Outlook

10.3.3.1. Market Size and Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share and Forecast

10.3.3.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others) 10.3.3.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

11. MIDDLE EAST AND AFRICA BEAUTY AND PERSONAL CARE MARKET OUTLOOK

11.1. Market Size and Forecast

11.1.1. By Value

11.2. Market Share and Forecast

11.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)

11.2.2. By Distribution Channel (Departmental Stores/Grocery Retails, Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

11.2.3. By Country

11.3. MEA: Country Analysis



- 11.3.1. UAE Beauty and Personal Care Market Outlook
 - 11.3.1.1. Market Size and Forecast
 - 11.3.1.1.1. By Value
 - 11.3.1.2. Market Share and Forecast
- 11.3.1.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 11.3.1.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

- 11.3.2. Saudi Arabia Beauty and Personal Care Market Outlook
 - 11.3.2.1. Market Size and Forecast
 - 11.3.2.1.1. By Value
 - 11.3.2.2. Market Share and Forecast
- 11.3.2.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 11.3.2.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 11.3.3. South Africa Beauty and Personal Care Market Outlook
 - 11.3.3.1. Market Size and Forecast
 - 11.3.3.1.1. By Value
 - 11.3.3.2. Market Share and Forecast
- 11.3.3.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care
- (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 11.3.3.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

- 11.3.4. Iran Beauty and Personal Care Market Outlook
 - 11.3.4.1. Market Size and Forecast
 - 11.3.4.1.1. By Value
 - 11.3.4.2. Market Share and Forecast
- 11.3.4.2.1. By Product Type (Personal Care (Skin Care, Hair Care), Beauty Care
- (Makeup and Color Cosmetics, Beauty Tools and Accessories, Nail Care & Others)
 - 11.3.4.2.2. By Distribution Channel (Departmental Stores/Grocery Retails,

Pharmacies, E-Commerce, Specialty Stores & Others (Institutional Stores, Experts Store, Salon))

12. MARKET DYNAMICS



- 12.1. Drivers
- 12.2. Challenges

13. MARKET TRENDS AND DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1.1. L'Or?al S.A.
- 14.1.2. Unilever Plc
- 14.1.3. The Est?e Lauder Companies Inc.
- 14.1.4. The Procter and Gamble Corporation
- 14.1.5. Shiseido Company Limited
- 14.1.6. Kao Corporation
- 14.1.7. Beiersdorf AG
- 14.1.8. Coty Inc.
- 14.1.9. Avon Products
- 14.1.10. Groupe L'Occitane

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US AND DISCLAIMER



List Of Figures

LIST OF FIGURES

Figure 1: Global Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 2: Global Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 3: Global Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 4: Global Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 5: Global Beauty and Personal Care Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 6: Global Beauty and Personal Care Market Share, By Company, By Value, 2020

Figure 7: Global Beauty and Personal Care Market Share, By Region, By Value, 2020 and 2026F

Figure 8: Global Beauty and Personal Care Market Map, By Product Type, Market Size (USD Billion) and Growth Rate (%), 2020

Figure 9: Global Beauty and Personal Care Market Map, By Region, Market Size (USD Billion) and Growth Rate (%), 2020

Figure 10: Asia-Pacific Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 11: Asia-Pacific Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 12: Asia-Pacific Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 13: Asia-Pacific Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 14: Asia-Pacific Beauty and Personal Care Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 15: Asia-Pacific Beauty and Personal Care Market Share, By Country, By Value, 2020 and 2026F

Figure 16: China Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 17: China Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 18: China Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 19: China Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 20: China Beauty and Personal Care Market Share, By Distribution Channel, By



Value, 2016-2026F

Figure 21: Japan Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 22: Japan Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 23: Japan Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 24: Japan Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 25: Japan Beauty and Personal Care Market Share, By Distribution Channel, By Value. 2016-2026F

Figure 26: South Korea Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 27: South Korea Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 28: South Korea Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 29: South Korea Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 30: India Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 31: India Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 32: India Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 33: India Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 34: Australia Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 35: Australia Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 36: Australia Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 37: Australia Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 38: Australia Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 39: North America Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 40: North America Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 41: North America Personal Care Market Share, By Product Type, By Value, 2016-2026F



Figure 42: North America Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 43: North America Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 44: North America Beauty and Personal Care Market Share, By Country, By Value, 2020 and 2026F

Figure 45: United States Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 46: United States Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 47: United States Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 48: United States Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 49: United States Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 50: Mexico Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 51: Mexico Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 52: Mexico Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 53: Mexico Beauty Care Market Share, By Product Type, By Value, 2016-2026F Figure 54: Mexico Beauty and Personal Care Market Share, By Distribution Channel

Type, By Value, 2016-2026F

Figure 55: Canada Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 56: Canada Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 57: Canada Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 58: Canada Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 59: Canada Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 60: Europe Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 61: Europe Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 62: Europe Personal Care Market Share, By Product Type, By Value,



2016-2026F

Figure 63: Europe Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 64: Europe Beauty and Personal Care Market Share, By Distribution Channel,

By Value, 2016-2026F

Figure 65: Europe Beauty and Personal Care Market Share, By Country, By Value,

2020 and 2026F

Figure 66: Germany Beauty and Personal Care Market Size, By Value (USD Billion),

2016-2026F

Figure 67: Germany Beauty and Personal Care Market Share, By Product Type, By

Value, 2016-2026F

Figure 68: Germany Personal Care Market Share, By Product Type, By Value,

2016-2026F

Figure 69: Germany Beauty Care Market Share, By Product Type, By Value,

2016-2026F

Figure 70: Germany Beauty and Personal Care Market Share, By Distribution Channel,

By Value, 2016-2026F

Figure 71: France Beauty and Personal Care Market Size, By Value (USD Billion),

2016-2026F

Figure 72: France Beauty and Personal Care Market Share, By Product Type, By Value,

2016-2026F

Figure 73: France Personal Care Market Share, By Product Type, By Value,

2016-2026F

Figure 74: France Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 75: France Beauty and Personal Care Market Share, By Distribution channel, By

Value, 2016-2026F

Figure 76: United Kingdom Beauty and Personal Care Market Size, By Value (USD

Billion), 2016-2026F

Figure 77: United Kingdom Beauty and Personal Care Market Share, By Product Type,

By Value, 2016-2026F

Figure 78: United Kingdom Personal Care Market Share, By Product Type, By Value,

2016-2026F

Figure 79: United Kingdom Beauty Care Market Share, By Product Type, By Value,

2016-2026F

Figure 80: United Kingdom Beauty and Personal Care Market Share, By Distribution

Channel, By Value, 2016-2026F

Figure 81: Italy Beauty and Personal Care Market Size, By Value (USD Billion),

2016-2026F

Figure 82: Italy Beauty and Personal Care Market Share, By Product Type, By Value,

2016-2026F



Figure 83: Italy Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 84: Italy Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 85: Italy Beauty and Personal Care Market Share, By Distribution channel, By

Value, 2016-2026F

Figure 86: Spain Beauty and Personal Care Market Size, By Value (USD Billion),

2016-2026F Figure 87: Spain Beauty and Personal Care Market Share, By Product Type, By Value,

2016-2026F

Figure 88: Spain Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 89: Spain Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 90: Spain Beauty and Personal Care Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 91: South America Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 92: South America Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 93: South America Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 94: South America Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 95: South America Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 96: South America Beauty and Personal Care Market Share, By Country, By Value, 2020 and 2026F

Figure 97: Brazil Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 98: Brazil Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 99: Brazil Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 100: Brazil Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 101: Brazil Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 102: Colombia Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 103: Colombia Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 104: Colombia Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 105: Colombia Beauty Care Market Share, By Product Type, By Value,



2016-2026F

Figure 106: Colombia Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 107: Argentina Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 108: Argentina Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 109: Argentina Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 110: Argentina Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 111: Argentina Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 112: Middle East and Africa Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 113: Middle East and Africa Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 114: Middle East and Africa Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 115: Middle East and Africa Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 116: Middle East and Africa Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 117: Middle East and Africa Beauty and Personal Care Market Share, By Country, By Value, 2020 and 2026F

Figure 118: UAE Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 119: UAE Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 120: UAE Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 121: UAE Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 122: UAE Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 123: Saudi Arabia Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 124: Saudi Arabia Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 125: Saudi Arabia Personal Care Market Share, By Product Type, By Value, 2016-2026F



Figure 126: Saudi Arabia Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 127: Saudi Arabia Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 128: South Africa Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 129: South Africa Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 130: South Africa Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 131: South Africa Beauty Care Market Share, By Product Type, By Value, 2016-2026F

Figure 132: South Africa Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 133: Iran Beauty and Personal Care Market Size, By Value (USD Billion), 2016-2026F

Figure 134: Iran Beauty and Personal Care Market Share, By Product Type, By Value, 2016-2026F

Figure 135: Iran Personal Care Market Share, By Product Type, By Value, 2016-2026F Figure 136: Iran Beauty Care Market Share, By Product Type, By Value, 2016-2026F Figure 137: Iran Beauty and Personal Care Market Share, By Distribution Channel Type, By Value, 2016-2026F



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