

Night Cream Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Product Type (Moisturizing Cream, Anti-Aging Cream, Skin Whitening Cream, and Others), By Price Range (Mass and Premium), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Pharmacy & Drug Stores, Online, and Others (Exclusive Stores, etc.)), By Region, By Competition

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Abstracts

The Global Night Cream Market achieved a valuation of USD 8.02 billion in 2022 and is poised for substantial growth in the forecast period, projecting a Compound Annual Growth Rate (CAGR) of 6.2% through 2028. Situated within the broader skincare and cosmetics industry, the global night cream market encompasses specialized skincare products intended for application before sleep. These products aim to provide nourishment, hydration, and other benefits to the skin during the body's natural restorative processes that occur at night. The market's expansion is attributed to the heightened awareness of skincare and beauty routines, coupled with increasing disposable incomes across various regions. This has led to a surge in demand for specialized products as consumers become more attuned to their skin's health and appearance. Moreover, the aging global population has significantly propelled the night cream market. The allure of anti-aging properties, promising the reduction of wrinkles, fine lines, and other aging signs, has garnered popularity among older demographics. Continuous advancements in skincare technology and the formulation of night creams have resulted in products with enhanced ingredients such as hyaluronic acid, retinol, antioxidants, peptides, and various natural extracts, catering to diverse skin types and concerns.

Key Market Drivers

Increasing Awareness of Skincare:

The proliferation of social media and beauty influencers has underscored the importance of skincare routines and self-care. Consumers are now well-informed about the advantages of incorporating dedicated night creams into their skincare regimen, fostering the market's growth. The dissemination of information across various platforms has augmented awareness regarding the role of nighttime skincare routines in maintaining healthy, youthful skin.

Aging Population:

The global demographic shift towards an aging population has generated higher demand for anti-aging and skin rejuvenation products. Night creams often contain ingredients like retinol, hyaluronic acid, and peptides, targeting fine lines, wrinkles, and other age-related skin concerns. As the desire to preserve youthful skin intensifies, the demand for effective night creams has surged, driving market expansion.

Urbanization and Pollution Concerns:

The burgeoning urban population faces increased exposure to pollution, leading to skin damage and premature aging. Night creams, incorporating antioxidants and barrier-strengthening elements, combat the adverse effects of pollution and environmental stressors. The growing awareness of these concerns has prompted consumers to seek protective night creams, thereby boosting market demand.

Customization and Personalization:

Modern consumers are seeking tailored skincare solutions that address their individual skin types and concerns. Night creams can be formulated to target specific issues such as dryness, sensitivity, or acne. The capacity to customize night creams according to individual needs has garnered a devoted customer base and contributed to market growth.

E-Commerce and Global Reach:

The advent of e-commerce has facilitated the accessibility of skincare products,

including night creams, to a global audience. Consumers can now easily research and procure products from various regions worldwide, exposing them to a wide array of choices. This has propelled market growth as brands endeavor to expand their reach and offer products to a diverse customer base.

Rising Disposable Income:

Economies' growth and escalating disposable incomes have prompted consumers to invest in premium skincare products. Night creams often fall within the luxury or premium skincare category due to their specialized formulations and targeted benefits. Increased disposable income has empowered consumers to allocate a portion of their budget to high-quality night creams, propelling market growth.

Key Market Challenges

Competition and Saturation:

The market is saturated with a myriad of night cream brands, ranging from established cosmetic giants to emerging indie labels. This intense competition results in market saturation, making it arduous for new entrants to establish a foothold. Existing brands must perpetually innovate and differentiate their products to stand out amidst the competition.

Consumer Skepticism:

Consumers often question the efficacy of night creams, seeking visible results from their skincare products. With diverse skin types and concerns, the challenge lies in convincing consumers that night creams can deliver promised benefits. Brands need to provide substantiated scientific evidence and transparency to foster consumer trust.

Ingredient Awareness and Safety Concerns:

Consumers are becoming increasingly mindful of the ingredients present in skincare products. Night creams often tout exotic ingredients; however, consumers are now researching and demanding natural, safe, and ethically sourced components. Brands must navigate the fine balance between innovative formulations and potential allergic reactions or adverse effects.

Environmental Sustainability:

The beauty industry faces scrutiny for its environmental impact, necessitating night cream manufacturers to address concerns regarding packaging waste, carbon emissions, and ingredient sourcing. Adopting sustainable practices and eco-friendly packaging are becoming prerequisites for conscientious consumers, compelling brands to align their production processes accordingly.

Regulatory Hurdles:

The skincare industry is subject to evolving regulations and standards. Manufacturers must stay abreast of ingredient bans, labeling requisites, and testing protocols across various global markets. Navigating these regulations can prove especially challenging for global brands marketing their night creams in multiple countries.

Shift in Consumer Preferences:

Consumer preferences are veering toward minimalist skincare routines that prioritize multifunctional products. This trend challenges night cream brands to innovate and offer products capable of serving multiple purposes, such as combining moisturizing and anti-aging benefits in a single formula.

Digital Transformation and E-Commerce:

The ascendancy of e-commerce and direct-to-consumer (DTC) models has disrupted traditional retail channels. Brands must establish a robust online presence, devise engaging digital marketing strategies, and provide a seamless online shopping experience to retain competitiveness.

Key Market Trends

Technological Advancements in Formulations:

The beauty industry has witnessed remarkable strides in skincare formulation technology. Manufacturers can now create night creams with innovative ingredients that deeply penetrate the skin, delivering enhanced results. These formulations are designed to tackle specific skin concerns such as uneven texture, dullness, and hyperpigmentation, further propelling the growth of the night cream market.

Demand for Natural and Organic Ingredients:

Aligned with the overarching trend of clean beauty and eco-consciousness, consumers increasingly seek night creams formulated with natural and organic ingredients. Ingredients like aloe vera, hyaluronic acid, rosehip oil, and shea butter have gained popularity for their perceived efficacy and minimal environmental impact. As a result, skincare brands are focusing on sourcing sustainable ingredients and emphasizing formulation transparency to cater to this demand.

Customization and Personalization:

The concept of personalized skincare has garnered substantial momentum. Consumers recognize that their skin's needs can vary significantly and seek night creams tailored to their specific concerns, whether it's aging, hydration, or acne. Companies are leveraging technology to offer personalized recommendations, allowing customers to select night creams with ingredients addressing their unique skin requirements.

Integration of Advanced Technology:

The night cream market has witnessed the infusion of cutting-edge technology into product formulations. Ingredients such as retinoids, peptides, and ceramides are being incorporated to address specific skin issues like fine lines, wrinkles, and uneven skin texture. Brands are also utilizing encapsulation technology to enhance the stability and effectiveness of active ingredients, ensuring their optimal delivery to the skin.

Focus on Sustainability:

Sustainability has emerged as a driving force across industries, and the skincare sector is no exception. Brands are adopting eco-friendly packaging solutions, reducing single-use plastics, and optimizing supply chains to minimize their environmental footprint. Consumers are increasingly drawn to brands aligned with their values, contributing to the rise of sustainable and ethical night cream options.

Inclusivity and Diversity:

The global beauty industry is embracing greater inclusivity and diversity. This trend extends to the night cream market, with brands recognizing the need to offer products suitable for a wide range of skin tones and types. Inclusive marketing and the formulation of night creams catering to various ethnicities and skin concerns are becoming essential strategies for success.

Wellness-Centric Approach:

The holistic connection between skincare, wellness, and self-care is propelling the wellness-centric approach to beauty. Night creams are now marketed as part of a broader nighttime ritual designed to promote relaxation and enhance sleep quality. This approach resonates with consumers seeking multifaceted benefits from their skincare products.

Segmental Insights

Product Type Insights:

Anti-aging creams have undoubtedly played a pivotal role in the global night cream market. These creams are formulated to address various signs of aging, such as wrinkles, fine lines, loss of firmness, and uneven skin tone. They typically incorporate ingredients that stimulate collagen production, enhance skin hydration, and shield against environmental damage. Anti-aging night creams appeal to a broad spectrum of consumers, particularly those in middle-aged and older demographics actively seeking products to combat visible aging effects. The aspiration to preserve youthful skin and delay the appearance of aging signs has fostered strong demand for anti-aging night creams. Many consumers are willing to invest in products promising discernible results. Manufacturers of anti-aging night creams often emphasize the inclusion of cutting-edge ingredients like retinol, hyaluronic acid, peptides, antioxidants, and growth factors, celebrated for their potential to stimulate collagen production, refine skin texture, and minimize the appearance of wrinkles.

Sales Channel Insights:

Online channels have significantly influenced the global night cream market, paralleling their impact on various other industries. Online platforms have made it remarkably convenient for consumers to access an extensive array of night cream products from diverse brands and regions. Shoppers can peruse different options, peruse reviews, compare prices, and make purchases from the comfort of their residences. E-commerce has enabled night cream brands, both established and emerging, to reach a global audience sans the need for physical storefronts in different geographical locations. This has empowered smaller or niche brands to gain visibility and compete with established players on a larger scale. Online platforms provide an avenue for niche and specialty night cream brands to flourish. These brands may cater to specific skin concerns,

ingredients, or ethical preferences, and can effectively target and connect with their intended audience online. Numerous skincare brands, including night cream manufacturers, have embraced the direct-to-consumer (DTC) model, bypassed conventional retail channels, and directly sold their products online to consumers. This enables brands to wield greater control over their pricing, branding, and customer relationships.

Regional Insights:

Asia Pacific has indeed wielded significant influence in the global skincare and cosmetics market, encompassing the night cream segment. The region's burgeoning population, escalating disposable incomes, evolving beauty perceptions, and cultural reverence for skincare have collectively propelled its prominence on the global stage. Asia Pacific houses some of the world's most populous countries, including China and India. The sheer magnitude of the consumer base in these nations represents a substantial market for skincare and cosmetic products, night creams included. Numerous countries in the Asia Pacific region boast robust beauty and skincare cultures deeply embedded in their societies. A focus on clear, radiant skin, coupled with the yearning for a youthful appearance, has spurred demand for skincare products like night creams. Urbanization has induced lifestyle changes and elevated disposable incomes among urban populations, fueling the demand for higher-quality skincare products. Social media platforms and beauty influencers have played an instrumental role in promoting skincare routines and products across the region. Celebrity endorsements and influencer recommendations wield significant sway over consumers' purchase decisions. Brands have acknowledged the diverse array of skin types and concerns in the region, devising customized products tailored to specific needs. This approach to innovation has resonated effectively with consumers.

Key Market Players

Estee Lauder Companies Inc.

L'Oreal S.A.

Shiseido Co. Ltd.

Solstice Holding Inc.

Clinique Laboratories, LLC

Procter & Gamble Co.

Avon Products Inc.

Himalaya Global Holdings Ltd.

Unilever PLC

Beiersdorf AG

Report Scope:

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

Global Night Cream Market, By Product Type:

Moisturizing Cream

Anti-Aging Cream

Skin Whitening Cream

Others

Global Night Cream Market, By Price Range:

Sandwiches

Burgers

Pizza

Wraps

Rolls

Global Night Cream Market, By Sales Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Pharmacy & Drug Stores

Online

Others

Global Night Cream Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Vietnam

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global night cream market.

Available Customizations:

Global Night 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
- 4.4. Customer Satisfaction

5. GLOBAL NIGHT 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 (Moisturizing Cream, Anti-Aging Cream, Skin Whitening Cream, and Others)
- 5.2.2. By Price Range Market Share Analysis (Mass and Premium)
- 5.2.3. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Multi-Branded Stores, Pharmacy & Drug Stores, Online, and Others (Exclusive 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 Night Cream Market Mapping & Opportunity Assessment
 - 5.3.1. By Product Type Mapping & Opportunity Assessment
 - 5.3.2. By Price Range Mapping & Opportunity Assessment
 - 5.3.3. By Sales Channel Market Mapping & Opportunity Assessment
 - 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA NIGHT 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 Price Range 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 Night 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 Price Range Market Share Analysis
 - 6.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 6.2.4.2. Canada Night 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 Price Range Market Share Analysis
- 6.2.4.2.2.3. By Sales Channel Market Share Analysis
- 6.2.4.3. Mexico Night 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 Price Range Market Share Analysis
 - 6.2.4.3.2.3. By Sales Channel Market Share Analysis

7. EUROPE NIGHT 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 Price Range 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 Night 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 Price Range Market Share Analysis
 - 7.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.2. Germany Night 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 Price Range Market Share Analysis
 - 7.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.3. Spain Night 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 Price Range Market Share Analysis

- 7.2.4.3.2.3. By Sales Channel Market Share Analysis
- 7.2.4.4. Italy Night 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 Price Range Market Share Analysis
 - 7.2.4.4.2.3. By Sales Channel Market Share Analysis
- 7.2.4.5. United Kingdom Night 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 Price Range Market Share Analysis
 - 7.2.4.5.2.3. By Sales Channel Market Share Analysis

8. ASIA-PACIFIC NIGHT 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 Price Range 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 Night 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 Price Range Market Share Analysis
 - 8.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 8.2.4.2. Japan Night 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 Price Range Market Share Analysis
 - 8.2.4.2.2.3. By Sales Channel Market Share Analysis

- 8.2.4.3. India Night 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 Price Range Market Share Analysis
 - 8.2.4.3.2.3. By Sales Channel Market Share Analysis
- 8.2.4.4. Vietnam Night 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 Price Range Market Share Analysis
 - 8.2.4.4.2.3. By Sales Channel Market Share Analysis
- 8.2.4.5. South Korea Night 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 Price Range Market Share Analysis
 - 8.2.4.5.2.3. By Sales Channel Market Share Analysis

9. MIDDLE EAST & AFRICA NIGHT 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 Price Range 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 Night 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 Price Range Market Share Analysis
 - 9.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 9.2.4.2. Saudi Arabia Night 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 Price Range Market Share Analysis
 - 9.2.4.2.2.3. By Sales Channel Market Share Analysis
- 9.2.4.3. UAE Night 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 Price Range Market Share Analysis
 - 9.2.4.3.2.3. By Sales Channel Market Share Analysis

10. SOUTH AMERICA NIGHT 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 Price Range 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 Night 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 Price Range Market Share Analysis
 - 10.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 10.2.4.2. Colombia Night 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 Price Range Market Share Analysis
 - 10.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 10.2.4.3. Brazil Night 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 Price Range 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 NIGHT 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. Beiersdorf AG

- 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. Estee Lauder Companies Inc.
 - 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. L'Oreal S.A.
 - 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 Co. 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. Clinique Laboratories, LLC
 - 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. Procter & Gamble Co.
 - 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. Avon Products Inc.
 - 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. Himalaya Global Holdings 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. Unilever PLC
 - 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. Solstice Holding 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

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