

Waterless Cosmetics Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Nature (Organic, Synthetic), By Product (Skincare, Haircare, Makeup, Others), By Gender (Men, Women, Unisex), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Departmental Stores, Online, and Others (Direct Sales)), By Region, By Company

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Abstracts

Global Waterless Cosmetics Market is anticipated to grow during the forecast period due to the growing customer preference for sustainable & eco-friendly beauty products and technological upgradation.

Waterless, water-free, or anhydrous beauty are terms for skincare and cosmetics that are made without water and used in South Korea. Instead, they make use of a variety of butter, oils, waxes, and oil-soluble actives. Waterless cosmetics don't contain any dangerous substances. Skin irritation decreases with the use of preservatives in cosmetics. Preservatives prevent the occurrence of rashes, redness, itching, and other adverse reactions, which is one of the main reasons that waterless cosmetics are becoming popular in the United Kingdom. Preservative use decreases when skin irritation goes down. One of the main reasons that waterless cosmetics are becoming more and more popular in the United Kingdom is that preservatives prevent the development of rashes, redness, itching, and other adverse reactions.

Various range of cosmetic products, including cleansers, moisturizers, sheet masks,

sticks, powder, cosmetics, shampoo, and other waterless items, are available from the manufacturers. However, it is anticipated that government regulations in nations like the U.S., Germany, the U.K., and China will preserve the quality of waterless cosmetics goods and increase awareness of water conservation.

A survey by SkinStore.com found that 161 million American women, or 80% of the population, use cosmetics daily and spend an average of USD 15,000 on them over their lifetimes. The average woman spends between USD 200,000 and USD 300,000 throughout her lifetime on skincare and cosmetic goods, using at least 16 different facial care or cosmetic items daily. Therefore, the rising consumer spending on personal care and skin care products fuels the waterless cosmetics market during the forecast period.

Increasing Number of Product Launches Will Boosts the Market Growth

The market for waterless cosmetics is actively expanding due to the businesses introducing new products to draw customers. For instance, in 2022, the Chennai-based company “Chosen by Dermatology Private Limited” introduced Light Routine® Gentle Waterless Salicylic Acid Peel. It reduces butt & back acne. Waterless exfoliants allow skin care products to be made without harmful preservatives. Also, Everist Inc., a brand-new clean, zero-waste beauty company, formally introduced its first high-performance, waterless haircare products in 2021. A whole bottle of shampoo or conditioner can fit in a 100ml travel-friendly aluminum tube due to Everist cream-pastes' 3x concentration. The compositions are entirely waterless and are activated by water during shower. They include clean components like coconut-derived cleansers, aloe vera, peppermint, amla, and rosemary oils. Waterless skin care improves product efficacy and shelf life in addition to being preservative-free. Therefore, the rising number of product launches in the market globally fuels the growth of the waterless cosmetics market during the forecast period.

Powerful Ingredients Aids the Product Demand

In waterless skincare products, beneficial oils and relaxing natural substances take the role of water. As they are not diluted, the active ingredients in cosmetic products have a greater potency. Preservatives and fillers are not required because the waterless skincare solutions don't include any harmful substances that can prevent the growth of bacteria. These powerful substances protect the skin from any potential harm or pain that cosmetic preservatives can cause. Consumers of all income levels find skincare and cosmetic products with natural and active ingredients more appealing and cost-effective. Consumers should focus on the ingredients used in a product and how they

were utilized by the manufacturer.

Acquisitions & Mergers Between Companies Will Drive the Market Growth

The implementation of cutting-edge marketing strategies by companies, such as mergers and acquisitions with other firms, is fueling the demand for Global Waterless Cosmetics Market during the forecast period. For instance, in 2022, Beiersdorf acquired STOP THE WATER WHILE USING ME! a brand of natural cosmetics. The alliance intends to quicken the businesses' joint efforts to conserve the environment and natural resources as well as increase the influence of sustainable skin care. The business actively pursues sustainability and encourages the wise use of water resources by using refillable systems and biodegradable skin care products. Along with shower, hand, body, and oral hygiene products, the product line also includes a solid, waterless body and hair care products.

Rising the Popularity of Social Media Platforms Will Drive the Market Demand

Beauty bloggers, gurus, and influencers have a big impact on consumers' beauty routines and product choices. Together with the usage of social media and their ability to interact with their audience, beauty influencers, and bloggers has become well-known. In January 2022, there were 270.1 million active social media users in the US. At the beginning of 2022, 80.9 percent of the population in the USA used social media. The publications and websites that these bloggers and influencers actively contribute to educate readers about current trends in the beauty industry. After realizing the value of self-made social media celebrities and influencers for brand storytelling, several regional, and local enterprises offering waterless cosmetics in the US are collaborating with these influencers and bloggers to promote their brands. Also, American adults under 30 are virtually inclined to believe information from social media sites as they are from major news organizations. Therefore, the rising popularity of social media platforms in various countries drives the growth of the waterless cosmetics market worldwide during the forecast period.

Market Segmentation

The global waterless cosmetics market is segmented into nature, product, gender, distribution channel, and region. Based on nature, the market is segmented into organic and synthetic. Based on product, the market is segmented into skincare, haircare, makeup, and others. Based on gender, the market is segmented into men, women, and unisex. Based on the distribution channel, the market is segmented into

supermarkets/hypermarkets, specialty stores, convenience stores, departmental stores, online, and others like direct sales. The market analysis also studies regional segmentation to devise regional market segmentation.

Company Profile

L'Oréal S.A., The Procter & Gamble Company, Pinch of Colour®, LLC, Kao Corporation, Unilever Plc, LOLI Beauty PBC., Clensta International Private Limited, ALLIES Group Pte Ltd., Oriflame Cosmetics AG., and Carter and Jane LLC are the major market players in the global platform that lead the market of the Waterless Cosmetics Market.

Report Scope:

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

Global Waterless Cosmetics Market, By Nature:

Organic

Synthetic

Global Waterless Cosmetics Market, By Product:

Skincare

Haircare

Makeup

Others

Global Waterless Cosmetics Market, By Gender:

Men

Women

Unisex

Global Waterless Cosmetics Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Convenience Stores

Departmental Stores

Online

Others

Global Waterless Cosmetics 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 waterless cosmetics market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a

Waterless Cosmetics Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segment...

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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