

Asia Pacific Skin Toners Market Forecast to 2028 -Regional Analysis - by Type (Hydrating Toners, Exfoliating Toners, and Treatment Toners), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Drugstores and Pharmacies, Health and Beauty Stores, Online Retail, and Others)

<https://marketpublishers.com/r/A6ACE6923F25EN.html>

Date: June 2023

Pages: 106

Price: US\$ 3,000.00 (Single User License)

ID: A6ACE6923F25EN

Abstracts

The Asia Pacific skin toners market is expected to grow from US\$ 568.82 million in 2022 to US\$ 798.05 million by 2028. It is estimated to grow at a CAGR of 5.8% from 2022 to 2028.

Flourishment of E-Commerce and Direct-to-Consumer Channel Fuels Asia Pacific Skin Toners Market

In recent years, the organized retail sector has undergone a massive transformation. The emergence of e-commerce has resulted in considerable changes in the way people shop and spend their money. A rise in penetration of smartphones and the internet, easy access to emerging technologies, a surge in purchasing power, and convenience provided by online retail shopping platforms from anywhere at any time are a few of the major factors bolstering the growth of e-commerce. People are increasingly preferring online retail platforms for purchasing personal care products such as moisturizers, skin toners, cleansers, cosmetics, etc. Consumers across the region are becoming confident about purchasing these products online, moving from the traditional try-and-buy purchasing model to a buy-and-try model. Moreover, online sales of personal care products grew significantly during the COVID-19 pandemic due to the shutdown of brick-and-mortar stores and the government's imposition of social restrictions. As lockdowns

constrained people's movement and they were compelled to work from their homes, there was a substantial shift to online shopping. In addition, heavy discounts, wide availability of different brands in one place, and home delivery options are other notable factors driving consumers' focus toward online shopping. Additionally, with the increasing penetration of online shopping, manufacturers are selling products directly-to-customer (D-to-C) by launching their own online retail sites, eliminating the need to invest in expensive marketing and distribution infrastructure. Thus, the consumers' increasing dependency on e-commerce services and the adoption of the D-to-C strategy by manufacturers through their own e-commerce platforms are a few factors expected to open lucrative opportunities for the Asia Pacific skin toners market growth in the coming years.

Asia Pacific Skin Toners Market Overview

The Asia Pacific skin toners market is segmented into China, India, Australia, Japan, South Korea, and the Rest of Asia Pacific. Consumers from emerging countries in the region are becoming more aware of skincare due to exposure to social media, especially a growing population aged 13-45 years in countries, such as China, India, and Bangladesh. This is expected to fuel the market over the next few years. Moreover, natural ingredients, multiple-step skincare routines, and obsession with glass skin are a few trends in the K-beauty (Korean beauty) industry. Consumers across the region are adopting these trends, which is increasing the demand for skin toners. The development of Artificial intelligence (AI), IoT-based devices that offer personalized skin nourishment solutions to the individual, and other technological advancements in the beauty & personal care industry are expected to boost the demand for skin care products such as skin toner in the coming years. The Asia Pacific skin toners market growth is attributed to the increasing demand for natural ingredients and the growing influence of “clean label products” among the population in the region. Thus, manufacturers are launching natural and organic skin toners to cater to the increasing demand among consumers in the region. For instance, in August 2019, The Beauty Co. launched skin toners in the variants of aloe vera, rose, tea tree, and cucumber toners in India. Such innovative product launches are expected to open new lucrative opportunities for the Asia Pacific skin toners market growth during the forecast period.

Asia Pacific Skin Toners Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Skin Toners Market Segmentation

The Asia Pacific skin toners market is segmented into type, category, distribution

channel, and country.

Based on type, the Asia Pacific skin toners market is segmented into hydrating toners, exfoliating toners, and treatment toners. The treatment toners segment held the largest share of the Asia Pacific skin toners market in 2022.

Based on category, the Asia Pacific skin toners market is segmented into organic and conventional. The conventional segment held a larger share of the Asia Pacific skin toners market in 2022.

Based on distribution channel, the Asia Pacific skin toners market is segmented into supermarkets and hypermarkets, drugstores and pharmacies, health and beauty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share of the Asia Pacific skin toners market in 2022.

Based on country, the Asia Pacific skin toners market is segmented into China, India, Australia, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the share of the Asia Pacific skin toners market in 2022.

Burt's Bees Inc; Johnson & Johnson Consumer Inc; L'Oreal SA; Shiseido Co Ltd; The Bodyshop International Ltd; and The Procter & Gamble Co are the leading companies operating in the Asia Pacific skin toners market.

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