

South & Central America 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/SEA53AC6355DEN.html>

Date: July 2023

Pages: 95

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

ID: SEA53AC6355DEN

Abstracts

The South & Central America skin toners market is expected to grow from US\$ 71.79 million in 2022 to US\$ 94.05 million by 2028. It is estimated to grow at a CAGR of 4.6% from 2022 to 2028.

Innovative Product Launches and Advertising Expenditure by Key Market Players Fuels South & Central America Skin Toners Market

Manufacturers are investing significantly in research & development to launch innovative skin care products to attract a large consumer base. Alcohol is the basic raw material in skin toner as it fights bacteria, but it can also dry the skin, making skin issues such as acne even worse. Thus, the need for alcohol-free skin toners is rising, and manufacturers are developing alcohol-free skin toners to cater to the increasing demand. The company claimed this toner penetrates deep into the skin's pores to dissolve dirt and debris. This toner is alcohol, fragrance, paraben, phthalate, dye, and cruelty-free. Moreover, well-established players operating in the South & Central America skin toners market are expanding their product portfolio to cater to the increasing demand. Such product launches by manufacturers are driving the market growth. Further, as per the published data in L'Oréal S.A. 2020 annual report, the advertising and promotion spending on beauty and personal care products in 2019 was

US\$ 10,311.09 million, rising from US\$ 9,604.60 million in 2018. Such rise in advertising expenditure from the leading manufacturers in South & Central America skin toners market will boost the product awareness and demand for skin toner in the coming years.

South & Central America Skin Toners Market Overview

The South & Central America skin toners market is segmented into Brazil, Argentina, and the Rest of South & Central America. The gradual economic progress in South American countries has resulted in increased spending on beauty and personal care products in these countries. The desire for beauty products among consumers in Brazil influences enterprises operating in the beauty industry to boost their investments in skin care products. Consumers, especially the aging population, are increasingly seeking products to maintain and improve their appearance, especially with the rising awareness about antiaging products. Skin toners show antiaging properties; thus, the demand for skin toners is anticipated to fuel the market growth in the forecast period. On the other hand, the increasing preference for online shopping further promotes the sales of facial cosmetic products in the e-commerce platform. As a result, other manufacturers are making efforts to offer unique products on various online sales channels, such as Amazon and Sephora, to increase revenue, thus driving the online sales of facial cosmetics products such as skin toner. This is also a major factor that propels the sale of skin toner and is projected to boost the market growth during the forecast period.

South & Central America Skin Toners Market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Skin Toners Market Segmentation

The South & Central America skin toners market is segmented into type, category, distribution channel, and country.

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

Based on category, the South & Central America skin toners market is segmented into organic and conventional. The conventional segment held a larger share of the South &

Central America skin toners market in 2022.

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

Based on country, the South & Central America skin toners market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the share of the South & Central America skin toners market in 2022.

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

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis Formulation:
 - 3.2.4 Macro-economic Factor Analysis:
 - 3.2.5 Developing Base Number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country Level Data:

4. SOUTH & CENTRAL AMERICA SKIN TONERS MARKET OVERVIEW

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Expert Opinion

5. SOUTH & CENTRAL AMERICA SKIN TONERS MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Benefits of Using Skin Toners

- 5.1.2 Innovative Product Launches and Advertising Expenditure by Key Market Players
- 5.2 Market Restraints
 - 5.2.1 Increasing Cases of Counterfeit Products
- 5.3 Market Opportunities
 - 5.3.1 Flourishment of E-Commerce and Direct-to-Consumer Channel
- 5.4 Future Trends
 - 5.4.1 Rising Adoption of Organic Personal Care Products
- 5.5 Impact Analysis of Drivers and Restraints

6. SKIN TONERS - SOUTH & CENTRAL AMERICA MARKET ANALYSIS

- 6.1 South & Central America Skin Toners Market Overview
- 6.2 South & Central America Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

7. SOUTH & CENTRAL AMERICA SKIN TONERS MARKET ANALYSIS - BY TYPE

- 7.1 Overview
- 7.2 South & Central America Skin Toners Market, By Type (2021 and 2028)
- 7.3 Hydrating Toners
 - 7.3.1 Overview
 - 7.3.2 Hydrating Toners: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.4 Exfoliating Toners
 - 7.4.1 Overview
 - 7.4.2 Exfoliating Toners: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.5 Treatment Toners
 - 7.5.1 Overview
 - 7.5.2 Treatment Toners South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

8. SOUTH & CENTRAL AMERICA SKIN TONERS MARKET ANALYSIS - BY CATEGORY

- 8.1 Overview
- 8.2 South & Central America Skin Toners Market, By Category (2021 and 2028)
- 8.3 Organic
 - 8.3.1 Overview

8.3.2 Organic: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

8.4 Conventional

8.4.1 Overview

8.4.2 Conventional: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

9. SOUTH & CENTRAL AMERICA SKIN TONERS MARKET ANALYSIS - BY DISTRIBUTION CHANNEL

9.1 Overview

9.2 South & Central America Skin Toners Market, By Distribution Channel (2021 and 2028)

9.3 Supermarkets and Hypermarkets

9.3.1 Overview

9.3.2 Supermarkets and Hypermarkets: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

9.4 Drugstores and Pharmacies

9.4.1 Overview

9.4.2 Drugstores and Pharmacies: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

9.5 Health and Beauty Stores

9.5.1 Overview

9.5.2 Health and Beauty Stores: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

9.6 Online Retail

9.6.1 Overview

9.6.2 Online Retail: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

9.7 Others

9.7.1 Overview

9.7.2 Others: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

10. SOUTH & CENTRAL AMERICA SKIN TONERS MARKET - COUNTRY ANALYSIS

10.1 Overview

10.1.1 South & Central America Skin Toners Market, by Key Country

10.1.1.1 Brazil: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

10.1.1.1.1 Brazil: South & Central America Skin Toners Market, By Type

10.1.1.1.2 Brazil: South & Central America Skin Toners Market, by Category

10.1.1.1.3 Brazil: South & Central America Skin Toners Market, by Distribution Channel

10.1.1.2 Argentina: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

10.1.1.2.1 Argentina: South & Central America Skin Toners Market, By Type

10.1.1.2.2 Argentina: South & Central America Skin Toners Market, by Category

10.1.1.2.3 Argentina: South & Central America Skin Toners Market, by Distribution Channel

10.1.1.3 Rest of South and Central America: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

10.1.1.3.1 Rest of South and Central America: South & Central America Skin Toners Market, By Type

10.1.1.3.2 Rest of South and Central America: South & Central America Skin Toners Market, by Category

10.1.1.3.3 Rest of South and Central America: South & Central America Skin Toners Market, by Distribution Channel

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 New Product Development

12. COMPANY PROFILES

12.1 Johnson & Johnson Consumer Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 L'Oreal SA

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

- 12.2.5 SWOT Analysis
- 12.2.6 Key Developments
- 12.3 Shiseido Co Ltd
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 The Procter & Gamble Co
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Burt's Bees Inc
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 The Bodyshop International Ltd
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners
- 13.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. South & Central America Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

Table 2. Brazil: South & Central America Skin Toners Market, By Type - Revenue and Forecast to 2028 (US\$ Million)

Table 3. Brazil: South & Central America Skin Toners Market, by Category - Revenue and Forecast to 2028 (US\$ Million)

Table 4. Brazil: South & Central America Skin Toners Market, by Distribution Channel - Revenue and Forecast to 2028 (US\$ Million)

Table 5. Argentina: South & Central America Skin Toners Market, By Type - Revenue and Forecast to 2028 (US\$ Million)

Table 6. Argentina: South & Central America Skin Toners Market, by Category - Revenue and Forecast to 2028 (US\$ Million)

Table 7. Argentina: South & Central America Skin Toners Market, by Distribution Channel - Revenue and Forecast to 2028 (US\$ Million)

Table 8. Rest of South and Central America: South & Central America Skin Toners Market, By Type - Revenue and Forecast to 2028 (US\$ Million)

Table 9. Rest of South and Central America: South & Central America Skin Toners Market, by Category - Revenue and Forecast to 2028 (US\$ Million)

Table 10. Rest of South and Central America: South & Central America Skin Toners Market, by Distribution Channel - Revenue and Forecast to 2028 (US\$ Million)

Table 11. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. South & Central America Skin Toners Market Segmentation
- Figure 2. South & Central America Skin Toners Market Segmentation - By Country
- Figure 3. South & Central America Skin Toners Market Overview
- Figure 4. South & Central America Skin Toners Market: By Category
- Figure 5. South & Central America Skin Toners Market: By Country
- Figure 6. Porter's Five Forces Analysis: South & Central America Skin Toners Market
- Figure 7. Expert Opinion
- Figure 8. South & Central America Skin Toners Market Impact Analysis of Drivers and Restraints
- Figure 9. South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)
- Figure 10. South & Central America Skin Toners Market Revenue Share, By Type (2021 and 2028)
- Figure 11. Hydrating Toners: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 12. Exfoliating Toners: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 13. Treatment Toners South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 14. South & Central America Skin Toners Market Revenue Share, By Category (2021 and 2028)
- Figure 15. Organic: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 16. Conventional: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 17. South & Central America Skin Toners Market Revenue Share, By Distribution Channel (2021 and 2028)
- Figure 18. Supermarkets and Hypermarkets: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 19. Drugstores and Pharmacies: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 20. Health and Beauty Stores: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 21. Online Retail: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)

Figure 22. Others: South & Central America Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)

Figure 23. South & Central America Skin Toners Market, by Key Country- Revenue (2021) (US\$ Mn)

Figure 24. South & Central America Skin Toners Market Revenue Share, by Key Country (2021 and 2028)

Figure 25. Brazil: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Argentina: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

Figure 27. Rest of South and Central America: South & Central America Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

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