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China Beauty Market (Skincare, Haircare, Color Cosmetics & Fragrances): Industry Analysis & Outlook (2018-2022)

https://marketpublishers.com/r/C6FAF15B759EN.html
Date: July 2018
Pages: 90
Price: US$ 1,200.00 (Single User License)
ID: C6FAF15B759EN

Abstracts

Beauty is referred to as a characteristic/distinct feature of an entity that gives pleasure to the aesthetic senses of an individual. In other words, it is an arrangement of certain qualities such as color, design or shape that provides a person with a perceptual experience of desire or fulfilment.

Beauty market is classified into four key categories including skincare, haircare, color cosmetics and fragrances. Skincare is a series of treatment which includes the usage of cosmetics to support skin integrity, enhance its appearance and relieve skin conditions. While haircare is the overall practice performed by an individual to keep his hair attractive, clean and healthy looking. Color cosmetics or base makeup such as eye-makeup, foundations, powders and lip products (LG, LS, Lip Liner) used by the female population to enhance and highlight facial features including eye, nails, face and cheeks. Whereas, fragrances are the oldest form of beauty product which includes the items which enhance the smell of a body in a desirable manner. Some of the popular distribution channels used by the consumers to access beauty products are departmental stores, e-commerce, mass stores, specialty and other direct selling stores.

Chinese beauty market is expected to grow with increasing urban population, growing cosmeceutical market, accelerating disposable income and rising attention to beauty and physical appearance. Key trends and developments of this market includes increasing beauty per capita expenditure, mounting e-commerce retail beauty products sales, increasing premiumisation and developing preference for organic beauty products. However, there are some factors which can hinder growth of the market including volatility in the prices of raw materials, illegal practices and uncertain political conditions.

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The report “China beauty Market (Skincare, Haircare, Color Cosmetics & Fragrances): Industry Analysis & Outlook (2018-2022)” by Koncept Analytics provides an extensive research and detailed analysis of the present market along with future outlook. The report discusses the major growth drivers, key tends & developments and challenges of the market, covering China along with the global market. The report profiles the key players of the market including L'Oréal S.A., Shiseido Company, Limited, The Estée Lauder Companies Inc. and AmorePacific Group, Inc.

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