

China Cosmetics Market (By Product Type and Distribution Channel): Insights & Forecast with Potential Impact of COVID-19 (2021-2025)

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Abstracts

The Chinese cosmetics market is expected to record a value of US\$87.64 billion in 2025, increasing at a CAGR of 6%, for the duration spanning 2021-2025. The factor such as growing female population, upsurge in organic cosmetics demand, escalating number of social media users, rapid urbanization and strong brand awareness among young consumers would drive the growth of the market. However, the market growth would be challenged by risk associated with skin allergies, environmental issues and strict regulations regarding the organic cosmetics marketing. A few notable trends may include rising online penetration of beauty & personal care products, occurrence of cosmetic fairs & exhibitions, growing opportunities for international skincare brands in China and rising demand for innovatively packaged cosmetics.

In China, cosmetics market holds a lucrative growth opportunity for future as the demand for beauty and skincare products is rising significantly. Chinese cities are considered as world's most polluted cities due to rapid industrialization. Therefore, air pollution leads to skin problems such as dryness, itching, & rashes and several hair problems in China. This is anticipated to increase the purchase and use of cosmetic products to prevent and control damage, thereby boosting the growth of the cosmetics market.

The cosmetics market is segmented based on product type and distribution channel. Both the segments show significant growth over the years. However, the outbreak of the COVID-19 pandemic posed a major challenge for the cosmetic companies in China. Due to the lockdown, cosmetic manufacturers had to shut down their production units as a result of the labor shortage and numerous cosmetic stores were forced close, which had a negative impact on the growth of the cosmetic market in China.

Scope of the report:

The report provides a comprehensive analysis of the Chinese cosmetics market.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (LVMH, L'Oreal, The Est?e Lauder Companies, Shiseido, Amorepacific Corporation and Proya Cosmetics) are also presented in detail.

Key Target Audience:

Cosmetic Products Manufacturers

Cosmetic Chemical Manufacturers

Raw Material Suppliers

Potential Audience (Beauty Industry, Specialty Stores, End Consumers)

Investment Banks

Government Bodies & Regulating Authorities

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