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Global Beauty & Personal Care Market (By Category, Channel & Region): Insights & Forecast with Potential Impact of COVID-19 (2022-2026)

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Abstracts

The global beauty & personal care market is forecasted to reach US$615.92 billion in 2026, experiencing growth at a CAGR of 5.30% during the period spanning from 2022 to 2026. Growth in the global beauty & personal care market is supported by factors such as rapid urbanization, rise in disposable income, rising Gen Z population, rising e-commerce sales, increasing popularity of men's grooming product, rising social media influence, and rising consumer awareness. However, the market growth is expected to be restrained by lack of regulations, dynamic nature of the industry and threat from counterfeit beauty and personal care products.

The global beauty & personal care market by category can be segmented as follows: skincare, makeup, hair care, oral care, bath & shower, fragrances, deodorants and other beauty & personal care products. In 2021, the dominant share of global beauty & personal care market was held by skincare, followed by makeup, and hair care. The global beauty & personal care market by channel can be segmented as follows: offline and online. In 2021, the dominant share of global beauty & personal care market was held by offline segment, followed by online. The global beauty & personal care market by region can be segmented as follows: Asia Pacific, Americas, Europe, Middle East & Africa and Australia/ Oceania. In 2021, the dominant share of global beauty & personal care market was held by Asia Pacific, followed by Americas.

The outbreak of the novel COVID-19 pandemic led to widespread stores closure leading to weak sales of beauty products. sanitizers and cleaning agents witnessed huge growth while the market saw an upsurge in the online sales for beauty and personal care products.

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Scope of the report:

The report provides a comprehensive analysis of the global beauty & personal care market with potential impact of COVID-19.

The major regional markets (Asia Pacific, Americas, Europe, Middle East & Africa and Australia/ Oceania) have been analyzed.

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 (The Procter & Gamble Company, L'Or?al S.A., Unilever Plc, The Est?e Lauder Companies Inc., Beiersdorf AG and Shiseido Company, Limited) are also presented in detail.

Key Target Audience:

Beauty & Personal Care Product Manufacturers

Beauty & Personal Care Product Suppliers & Distributors

Consumers

Investment Banks

Government Bodies & Regulating Authorities

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