

Asia Pacific Halal Cosmetics Market Anticipated to be Worth US\$ 2,479.5 Mn by 2020

Rising awareness about religious obligations and easy availability of Halal cosmetic are fuelling the market in Asia Pacific.

VALLEY COTTAGE, NEW YORK, UNITED STATES, July 3, 2015 /EINPresswire.com/ -- Asia Pacific [Halal cosmetics](#) market will expand at a compound annual growth rate (CAGR) of 9.9% during 2015-2020 and reach a valuation of US\$ 2,479.5 Mn, according to a new research report by Future Market Insights (FMI). The report titled, "Halal Cosmetics Market: Asia Pacific Industry Analysis and Opportunity Assessment 2015-2020", provides key insights on the prospects of Halal cosmetics market in Asia Pacific.



Growing awareness among Muslims about their religious obligations and availability of a wide range of Halal cosmetics products are the key factors fuelling the Halal cosmetics market. According to FMI, the demand for Halal-certified products is no longer limited to food, and Muslim consumers are proactively looking for Halal-certified products and services.

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Globally, the demand for natural, organic cosmetics is witnessing a surge as more consumers become aware about the potential side-effects of conventional cosmetics. FMI opines that the shift in consumer behaviour will augur well for the prospects of Halal cosmetics market during the forecast period.

The practice of intensive personal grooming is quickly becoming a trend in Asia Pacific, especially in countries with a burgeoning middle class. FMI estimates this trend to provide a boost to the demand for Halal cosmetics, as consumers are likely to opt for Halal-certified cosmetics if they have the option.

Halal cosmetics manufacturers need to gain regulatory approval before they can market their products as 'Halal-certified'. However, the guidelines regarding Halal-certification vary from country to country, making it difficult for manufactures to enter new markets.

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Robust Demand for Colour Cosmetics in Asia Pacific

FMI has segmented the Asia Pacific Halal cosmetics market on the basis of product type into skin

care, colour cosmetics, hair care, and fragrances. Colour cosmetics is the dominant segment, accounting for a market share of 37.4% in 2014. FMI estimates the colour cosmetics segment to expand at a CAGR of 10.2% to reach a valuation of US\$ 940.9 Mn.

Southeast Asia Most Lucrative Region

Region-wise, Southeast Asia dominates the Asia Pacific Halal cosmetics market; FMI estimates the Southeast Asia Halal cosmetics market to expand at a CAGR of 10.2% through 2020 and reach a valuation of US\$ 1534.6 Mn. South Asia is another lucrative region for the Asia Pacific Halal cosmetics market; FMI estimates it to account for a share of 24.2% by 2020.

The value chain of Asia Pacific Halal cosmetics market comprises R&D and ingredients suppliers, manufactures, certifiers, distributors, and end-users. According to Future Market Insights, some ingredients used for manufacturing Halal cosmetics are available in bulk, creating challenges for small players. For example, Plantasil® Micro by BASF is sold at a minimum quantity of 200 kg. Owing to these factors, small manufacturers have to rely on large distributors, who buy ingredients from suppliers, and sell them at a higher profit margin. According to FMI, the end cost of a product increases by about 20% to 30% because of this.

For more insights on the Asia Pacific Halal Cosmetics Market, you can request a sample at <http://www.futuremarketinsights.com/reports/sample/rep-ap-521>

Hypermarkets/supermarkets Key Distribution Channel

The key distribution channels of Halal cosmetics include hypermarket/supermarket, company-owned stores, internet retailing, salons/spas, and 'others'. Hypermarkets/supermarkets remain the dominant distribution channel for Halal cosmetics in Asia Pacific, accounting for nearly 47.2% share in 2014; FMI estimates this to increase to 49.3% in 2020, owing to growth in infrastructure and consumer preference towards hypermarkets/supermarkets. Sales of Halal cosmetics are anticipated to increase through salons/spas and internet retailing during the forecast period.

Some of the market leaders in the Asia Pacific Halal cosmetics market are Martha Tilaar, Wipro Unza, Ivy Beauty Corporation Sdn Bhd Brataco Group Of Companies, Clara International, INIKA, , and Paragon Technology & Innovation.

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