

Cosmetics Market Trends, Global Industry Overview, Sales Revenue, Demand and Forecast by 2022-2027

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EINPresswire.com/ -- The IMARC Group provides extensive analysis of the cosmetics industry covering the market trends, investment opportunities, growth trends, statistics, and industry prospects. The report offers a comprehensive analysis of the industry, which comprises insights on market size, share, trends, analysis, growth, demand, statistics, and overview. The report also includes competitor and regional analysis, and contemporary advancements in the global market.



Cosmetics Market Trends:

The global cosmetics market reached a value of [US\\$ 357.5 Billion](#) in 2021. Looking forward, IMARC Group expects the Cosmetics Market to reach US\$ 508.3 Billion by 2027, exhibiting at a CAGR of 5.95% during 2022-2027. Cosmetics represent beauty, and personal grooming products produced using organic and chemical compounds. They can be categorized into skin and sun care products, hair care items, deodorants and fragrances, makeup commodities, etc. Cosmetics offer numerous advantages, such as enhancing physical appearance, maintaining skin health, and boosting overall self-esteem. Consequently, they are in high demand among both male and female consumers across the globe.

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Global Cosmetics Market Trends:

The expanding e-commerce industry and the increasing availability of luxury and premium skincare and makeup items online are among the key factors driving the cosmetics market. In line with this, the introduction of several additional benefits by prominent e-retailers, including same-day or one-day delivery services, easy-to-navigate dashboards, and enhanced security features for online payments, is also positively influencing the market growth. Furthermore, the development of new products with natural ingredients that prevent any adverse effects on the skin is acting as another significant growth-inducing factor. Besides this, the shifting preferences for handy and easy-to-use product variants among the working women population are further augmenting the global market. Additionally, the launch of attractive packaging solutions by key market players and the inflating investments in promotional activities to generate brand awareness and expand the existing customer base are expected to propel the cosmetics market in the coming years.

Note: We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Report Scope of Cosmetics Market:

Report Features Details

Base Year of the Analysis 2021

Historical Period 2016-2021

Forecast Period 2022-2027

Units US\$ Billion

Segment Coverage Product Type, Category, Gender, Distribution Channel, Region

Key Market Segmentation:

Competitive Landscape:

Amway Corp

Avon Products Inc.

Beiersdorf AG

Henkel AG & Co. KGaA

Kao Corporation

L'Oréal S.A.

Oriflame Cosmetics AG

Procter & Gamble Company

Revlon Inc. (MacAndrews & Forbes Incorporated)

Shiseido Company Limited

Skinfood Co. Ltd

The Estée Lauder Companies Inc

Unilever plc.

Breakup by Product Type:

Skin and Sun Care Products
Hair Care Products
Deodorants and Fragrances
Makeup and Color Cosmetics
Others

Breakup by Category:

Conventional
Organic

Breakup by Gender:

Men
Women
Unisex

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Specialty Stores
Pharmacies
Online Stores
Others

Breakup by Region:

North America (United States, Canada)
Europe (Germany, France, United Kingdom, Italy, Spain, Others)
Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
Latin America (Brazil, Mexico, Others)
Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

Ask Analyst for Customization and Explore full report with TOC & List of Figures:

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Note: We are updating our reports, If you want the report with the latest primary and secondary data (2022-2027) including industry trends, market size and Competitive landscape, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

Key highlights of the report:

Market Performance (2016-2021)

Market Outlook (2022-2027)

Market Trends

Market Drivers and Success Factors

Impact of COVID-19

Value Chain Analysis

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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