

Skin Lightening Products Market To Cross US\$ 14.8 Billion By 2028

The global market is majorly driven by the growing adoption skin lightening products among the masses.

SHERIDAN, WYOMING, UNITED STATES, July 12, 2023 /EINPresswire.com/ -- How Big is the Skin Lightening Products Market ? :

IMARC Group's latest report, titled "Skin Lightening Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028", the global [skin lightening products market size](#) reached US\$ 9.8 Billion in

2022. Looking forward, IMARC Group expects the market to reach US\$ 14.8 Billion by 2028, exhibiting a growth rate (CAGR) of 7.23% during 2023-2028.



Skin lightening products Market

What is Skin Lightening Products ? :

Skin lightening products refer to a range of cosmetic products that are formulated to lighten or even out the skin tone by reducing the production of melanin. These products are primarily used to address hyperpigmentation, dark spots, or uneven skin tone caused by factors, such as sun exposure, hormonal changes, acne scars, or aging. They contain ingredients that inhibit the production of melanin or promote its removal from the skin's upper layers. Some of the commonly ingredients widely utilized to produce skin lightening products are hydroquinone, kojic acid, alpha hydroxy acids (AHAs) and vitamin C.

Request Free Sample Report (Exclusive Offer on this report): <https://www.imarcgroup.com/skin-lightening-products-market/requestsamplereport>

Who are the key Players Operating in the Industry ? :

- Avon Products Inc. (Natura & Co)

- Beiersdorf AG
- E.T. Browne Drug Co. Inc
- Kao Corporation
- L'Oréal S.A
- Lotus Herbals Pvt. Ltd
- Procter & Gamble Company
- Shiseido Co. Ltd
- The Estée Lauder Companies Inc
- Unilever plc
- VLCC Health Care Limited

What are the Growth Prospects and Trends in the Skin Lightening Products Industry ? :

The global market is majorly driven by the growing adoption skin lightening products among the masses. Coupled with the rising awareness regarding the availability of these products via numerous online and offline channels are providing a boost to the sales. Moreover, continual improvements in the e-commerce sector and supply chain logistics, along with the advent of home delivery models are creating a positive market outlook.

Furthermore, the growing investments by numerous leading players in the development of aggressive marketing strategies, celebrity endorsements, promotional campaigns and innovative packaging solutions are also acting as growth-inducing factors. Some of the other factors driving the market further are penetration of social media and extensive research and development (R&D) activities.

Ask Analyst for Instant Discount and Download Full Report with TOC & List of Figure:

<https://www.imarcgroup.com/skin-lightening-products-market>

Key Market Segmentation:

Product Insights:

- Creams
- Cleanser
- Mask
- Others

Nature Insights:

- Synthetic
- Natural
- Organic

Gender Insights:

- Men
- Women

Distribution Channel Insights:

- Hypermarkets and Supermarkets
- Specialty Stores
- Pharma and Drug Stores
- Online Sales Channel
- Others

Breakup by Region:

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

Key Highlights of the Report:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

Related Report By IMARC Group:

- <https://www.openpr.com/news/2962179/companion-animal-health-market-size-growth-trends>
- <https://www.openpr.com/news/2963724/baby-apparel-market-size-growth-trends-business>
- <https://www.openpr.com/news/2963738/connected-car-market-research-report-2023-industry-trends>
- <https://www.openpr.com/news/2963922/e-commerce-logistics-market-global-industry-analysis-size>

- <https://www.openpr.com/news/2969738/environment-health-and-safety-ehs-market-growth-cagr>

About Us:

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

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.

Anand Ranjan

IMARC Services Private Limited

+1 6317911145

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/644179387>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.