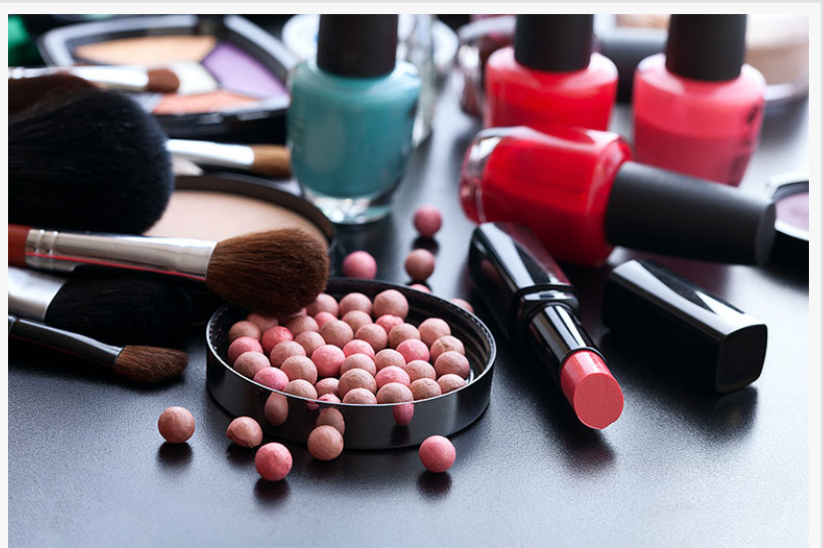


Cosmetics Market Size Trend, Global Industry Research 2024 - 2031 | L'Oreal S.A, Unilever plc., The Procter & Gamble

The global cosmetics market size was valued at US\$ 289.2 Billion in 2022 and is anticipated to witness a compound annual growth rate (CAGR) of 5.3 % from

BURLINGAME, CALIFORNIA, UNITED STATES, July 10, 2024
/EINPresswire.com/ -- Market Overview:

Cosmetics are products used to enhance the appearance or odor of the human body. Some common cosmetic products include makeup, skin care, hair care, fragrances, and other hygiene products. Cosmetics are widely used by both men and women to improve aesthetics and boost confidence.



Cosmetics Market Trend

Market Dynamics:

The global cosmetics market is witnessing high growth owing to increasing demand for anti-aging products and rising focus on beauty and personal grooming. According to the report, the aging population has fuelled the demand for anti-aging cosmetic products. Various manufacturers are leveraging advanced research and technologies to develop highly effective anti-aging creams, serums, and other skin care products. Further, increasing working women population with high disposable income has boosted the sales of premium beauty products. Changing lifestyles and rising focus on personal appearance have also augmented the growth of the global cosmetics market over the forecast period. Moreover, aggressive marketing strategies by key players through various offline and online channels to raise brand awareness are further accelerating the market expansion.

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Cosmetics Market Drivers

Increasing Disposable Income and Spending Power

As income levels rise globally, more consumers have additional disposable income to spend on luxurious items like cosmetics and beauty products. With economic growth and development in emerging markets like Asia and Latin America, vast new consumer segments have joined the ranks of the global middle class in recent decades. This expanding middle class has greater ability to indulge in premium cosmetics from brands they could not previously afford. The uptick in disposable income allows for more discretionary spending on appearance and vanity.

Cosmetics Market Opportunity

Male Grooming Products

Traditionally the cosmetic industry focused mainly on women's beauty needs. However, as societal attitudes change, preventative skincare and color cosmetics designed for men are emerging as a lucrative new market segment. Products packaged and marketed with a masculine aesthetic appeal specifically to the male demographic. As more men embrace self-care routines and grooming habits, spending on men's cosmetics like face washes, moisturizers, concealers and tinted sunscreens will likely continue rising in the coming years.

Cosmetics Market Trends

Natural and Clean Formulations

Consumers are increasingly concerned about limiting their chemical exposure and only putting natural, non-toxic ingredients on their skin. In response, many cosmetic brands are emphasizing clean formulas, plant-based extracts and minimal processing techniques. Trendy buzzwords like "organic", "vegan" and "cruelty-free" are leveraged in marketing. Customers want to understand full transparency on product components down to the molecular level. This clean beauty trend is driving reformulations as companies adapt to satisfy changing purchaser demand for natural alternatives.

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Top Companies Featured in This Report:

- L'Oreal S.A
- Unilever plc.
- The Procter & Gamble Company
- The Estee Lauder Companies Inc.

- Shiseido Company
- Limited
- LVMH Moët Hennessy
- Kao Corporation.
- Oriflame Holding AG
- Avon Products Inc.
- Revlon Inc.

Market Segmentation:

By Product Type:

- By Product Type: Skin Cosmetics, Hair Cosmetics, Nail Cosmetics, Eye Cosmetics , Others
- By Category: Organic & Natural, Conventional
- By Distribution Channel: Store-Based, Non-Store-Based

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

The report offers insights on the following aspects:

Chapter 1: Study Coverage

Chapter 2: Executive Summary

Chapter 3: Analysis of Cosmetics Market Competition Landscape by Players

Chapter 4: Assessment of Cosmetics Market Size by Type and Application

Chapter 5: Global and Regional Analysis

Chapter 6: Company Profiles, recent developments, and investments

Chapter 7: Analysis of Market Opportunities, Challenges, Risks, and Influencing Factors

Chapter 8: Evaluation of Value Chain and Sales Channels, including breakthrough product developments

Chapter 9: Research Findings and Conclusion

Chapter 10: Methodology/Research Approach

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Cosmetics sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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Priya Pandey is a dynamic and passionate editor with over three years of expertise in content editing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes editing documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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