

The global "[cosmetic market](#)" size is projected to reach USD 438.38 billion by the end of 2026. The increasing demand for clean-labelled products will bode well for the market in the coming years. According to a report published by Fortune Business Insights, titled "***Cosmetics Market Size, Share & Industry Analysis, By Category (Hair Care, Skin Care, Makeup, and Others), By Gender (Men and Women), By Distribution Channel (Specialty Stores, Hypermarkets/Supermarkets, Online Channels, and Others), and Regional Forecast, 2019-2026,***" the market was worth USD 297.61 billion in 2018 and will exhibit a CAGR of 5.1% during the forecast period.

An Overview of the Impact of COVID-19 on this Market:

The emergence of COVID-19 has brought the world to a standstill. We understand that this health crisis has brought an unprecedented impact on businesses across industries. However, this too shall pass. Rising support from governments and several companies can help in the fight against this highly contagious disease. Some industries are struggling and some are thriving. Overall, almost every sector is anticipated to be impacted by the pandemic.

We are taking continuous efforts to help your business sustain and grow during COVID-19 pandemics. Based on our experience and expertise, we will offer you an impact analysis of coronavirus outbreak across industries to help you prepare for the future.

Study Period: 2016-2027

Base Year: 2019

Forecast Period: 2020-2027

Historical Period: 2016-2018

A few of the leading companies that are currently operating in the market include:

- L'Oréal Professional
- Unilever
- Procter & Gamble
- Estée Lauder Inc.
- Beiersdorf AG
- Shiseido Co., Ltd.
- Coty Inc.
- Natura & Co.
- Kao Corporation
- Johnson & Johnson Services, Inc.

Cosmetics are products that are used to enhance the aesthetics and visual appearance of the body. The emphasis on the use of skin friendly products has come as a welcome opportunity to stand out in the fragmented cosmetics market. The massive global demand for cosmetics has shaped up the structure of the market. The presence of several large scale companies and the subsequently rising investments in the R&D of skin-friendly cosmetics will bode well for the market in the coming years. Moreover, variations in product offerings have played a huge role in the growth of the market in recent years. The adoption of healthy and visually appealing lifestyle will lead to a wider adoption of cosmetics and subsequently aid the growth of the market.

Increasing Number of Company Mergers and Acquisitions Will Aid Growth

The report includes several factors that have made an impact on the growth of the market in recent years. It highlights a few of the major industry developments of recent times and further discusses how these developments have influenced market growth. Among all factors, the increasing number of company mergers and acquisitions has made a huge impact. In September 2017, Unilever announced that it plans to acquire Carver Korea. The company possesses an attractive range of skin care products and is based in South Korea. Unilever's acquisition of Carver will bode well for the global market in the foreseeable future.

North America Currently Fast Growing Market; Increasing Investment in Product R&D Will Aid Growth

The report analyzes the ongoing cosmetics market trends across North America, South America, Asia Pacific, the Middle East and Africa, and Europe. Among these regions, North America will witness the highest growth in the coming years. The massive investments by large scale companies towards the development of organic products will aid the growth of the regional market. As of 2018, the market in North America was worth USD 82.59 billion and this value is projected to increase further in the coming years. The market in Asia Pacific will also witness considerable growth in the coming years, owing to the high population and the subsequently high demand for cosmetics and cosmetic products in several countries across this region.

Cosmetics Market report Focus on:

- Extensive product offerings
- Customer research services
- Robust research methodology
- Comprehensive reports
- Latest technological developments
- Value chain analysis
- Potential Market opportunities
- Growth dynamics
- Quality assurance
- Post-sales support
- Regular report updates

Reasons to Purchase this Report:

- Comprehensive analysis of the market growth drivers, obstacles, opportunities, and other related challenges.
- Tracks the developments, such as new product launches, agreements, mergers and acquisitions, geographical expansions, and joint ventures.
- Identifies market restraints and boosters.
- Identifies all the possible segments present in the market to aid organizations in strategic business planning.

Key Questions Answered:

- Why Choose Fortune Business Insights?
- What are the key demands and trends shaping the market?
- What are the key opportunities in the market?
- What are the key companies operating in the market?
- Which company accounted for the highest market share?
- What is the market size and growth rate of the global and regional market by various segments?
- What is the market size and growth rate of the market for selective countries?
- Which region or sub-segment is expected to drive the market in the forecast period?
- What Factors are estimated to drive and restrain the market growth

To get the short-term and long-term impact of COVID-19 on this Market,

Visit: <https://www.fortunebusinessinsights.com/cosmetics-market-102614>

Industry Developments:

February 2020: Romer LLC announced the launch of a new skin care brand. The company plans to offer clean and eco-friendly products in the U.S.

About Us:

Fortune Business Insights™ offers expert corporate analysis and accurate data, helping organizations of all sizes make timely decisions. We tailor innovative solutions for our clients, assisting them to address challenges distinct to their businesses. Our goal is to empower our clients with holistic market intelligence, giving a granular overview of the market they are operating in.

Our reports contain a unique mix of tangible insights and qualitative analysis to help companies achieve sustainable growth. Our team of experienced analysts and consultants use industry-leading research tools and techniques to compile comprehensive market studies, interspersed with relevant data.

At Fortune Business Insights™, we aim at highlighting the most lucrative growth opportunities for our clients. We, therefore, offer recommendations, making it easier for them to navigate through technological and market-related changes. Our consulting services are designed to help organizations identify hidden opportunities and understand prevailing competitive challenges.

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