Global Moisturizing Cream Market Information by Product-Type (Face Care, Body Care), by Age Group (Infants & Toddlers, Children, Adults), by Specialty Attribute (Natural & Organic, Herbal, Cruelty-Free, and Others), by Skin Concern (Anti-ageing, Dryness & Dehydration, Acne, Sun Protection, Redness & Allergies, others), by Distribution Channel (Store based (Supermarket/Hypermarket, Specialty Stores, drug-Stores, Convenience Stores, others), Non-Store based (E-commerce)), and by Region - Forecast to 2023

Market Synopsis of Moisturizing Cream:

Market Definition:

Moisturizing cream are prepared using specialty chemical agents used to exfoliate, repair and enhance the skin tissue appearance. Moisturizing cream have diverse applications and are primarily used for various purpose including skin treatment, tissue cuts repair, anti-ageing property and others. Rising skin care concerns among the population and development for wellness industry is propelling the market of moisturizing cream as a potential skin care agent on a global level. Based on the increasing beauty consciousness and awareness about the beneficial effects of moisturizing cream and lotions on the skin, the sale of the product is experiencing a surge. Wide range of moisturizing cream formula available for various skin type has attracted the attention of mass consumers towards the product line. Increasing disposable income along with other favorable macroeconomic indicators especially in emerging markets such as China, India, and Mexico which holds huge growth potential is also considered one of the major drivers for this market.

Market Scenario:

Increasing beauty concerns and high demand of skin care products by consumers’ have a significant impact on this market. Manufacturer’s high focus on the product innovations has resulted in wide range product offerings with better formulation attracting wider audience. Manufacturers are focusing on developing unique formulations and adding it to the existing product line to enhance the value of their product range. Technological strides and a keen focus on R & D has supported in fueling up the market share of moisturizing cream in the global market. Players emphasize on launching unique products to suffice the trending demand from the consumers’ side which has also led to increased sale of the product. Increasing population of women adopting natural and minimal makeup trends have been increasing the sale of moisturizing cream globally.

Among the various moisturizing cream type, body care moisturizer is evaluated to hold a major share based on the high demand for moisturizer majorly for whole body care for babies. Based on the age group, share of moisturizing cream for adults is found to be high owing to rising beauty consciousness and demand for basis skin care products. On the basis of the specialty attributes, natural & organic moisturizer is found to be dominating the segment due to high demand for chemical-free cosmetics from the consumer’s end. Based on the skin concerns, application of moisturizers for dryness and dehydration holds a lion’s share followed by redness & allergies based moisturizing cream. Supermarket/Hypermarket are found to be the major hub for the sale of moisturizing cream backed up by one stop shopping experience and high availability of the desired products through the channel.

All these factors contribute to the calculated CAGR of 5.7% of Moisturizing Cream market during 2017-2023.
Key Findings:

- Market share of cruelty-free moisturizing cream is found to be growing at a higher rate during the forecast period owing to rising population of vegan consumers
- Top exporters of moisturizing cream include the U.S., France, Korea, Germany and Singapore

Intended Audience:

- Cosmetics Manufacturers
- Moisturizing cream manufacturers
- Retailers, Wholesalers
- E-commerce Companies
- Traders, Importers and Exporters

Market Segments:

Moisturizing cream has been segmented on the basis of product-type, which comprises face care and body care. Body care is found to hold a major share due to high consumer’s preference.

Moisturizing cream has been segmented on the basis of age group, which include infants & toddlers, children, adults. Among the segments moisturizing cream for babies is expected to have a high growth rate.

Moisturizing cream has been segmented on the basis of specialty attributes, which comprises natural & organic, herbal, cruelty-free, and others. Natural & organic moisturizing cream holds a major share.

Moisturizing cream has been segmented on the basis of skin concerns, which comprises anti-ageing, dryness & dehydration, acne, sun protection, redness & allergies, others. Dryness & dehydration reducing moisturizing cream holds a major share.

Moisturizing cream has been segmented on the basis of the distribution channel, which comprises supermarket/hypermarket, specialty stores, drug-stores, convenience stores, e-commerce, and others. Sale through supermarket/hypermarket is growing with a higher growth rate.

Regional Analysis:

The global moisturizing cream market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). North America accounts for the major market share followed by Europe. High demand for skin care products is influencing the high production volume of moisturizing cream in the country is projected to generate a high revenue during the given forecast period. Furthermore, urbanization will support the sale of moisturizing cream in Asia Pacific region during the forecast period. The Major importers of moisturizing cream include the U.S., China, Hong Kong, Germany and Singapore.

Key Players:

Some of the key players profiled in the global moisturizing cream market are L’Oréal S.A. (France), Johnson & Johnson (U.S.), Procter & Gamble- Olay (U.S.), Beiersdorf AG (Germany), The Estée Lauder Companies Inc. (U.S.), Shiseido Co., Ltd. (Japan), Aveeno (U.S.), Bioelements (U.S.), Chicco (Italy), California Baby (U.S.), Earth Mama Angel Baby (U.S.), Cotton Babies, Inc. (U.S.), Paula’s Choice, Llc (U.S.), Kate Somerville Skincare, LLC (U.S.), Dove-Unilever (U.K.), Origins Natural Resources, Inc. (U.S.), Borghese, Inc. (U.S.), Mario Badescu Skin Care, Inc. (U.S.), Burt’s Bees (U.S.), La Prairie group (Switzerland)

The global moisturizing cream market is segmented under the following regions mentioned below

North America
- U.S.
- Canada
- Mexico

Europe:
- Germany
- France
- Italy
- Spain
- U.K.
- Rest of Europe
Asia-Pacific:
- China
- India
- Australia
- Japan
- Rest of Asia Pacific

Rest of the World:
- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Others

The report for Global moisturizing cream market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.
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