

COSMETICS & TOILETRIES USA

Base Year: 2022

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48th Edition

Kline's extensive coverage of the U.S. beauty and personal care market highlights how the market is performing in an inflationary environment. We will look at if consumer spending is sustaining at the same levels as last year in categories such as makeup and fragrances. The report will also forecast future market values and consumer demand using Kline's enhanced predictive analytics tools.

SCOPE

- › Two key deliverables:
 - › Interactive online database
 - › Comprehensive written report in presentation format
- › Five product class summaries and insightful analysis of 20 product categories covered
- › Channel analysis for each product category
- › Overview of key drivers, trends, competition, and relevant product launches
- › Professional use (back-bar) products are excluded from the analysis

**FEATURING: ALL NEW
ADVANCED FORECASTING**

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Introduction

Executive Summary

This chapter provides an assessment of the overall market performance, plus highlights from each of the five product classes examined in terms of performance, growth drivers, competition, and retail channels, along with an outlook. It also provides commentary on key mergers and acquisitions and their impact on the market at large.

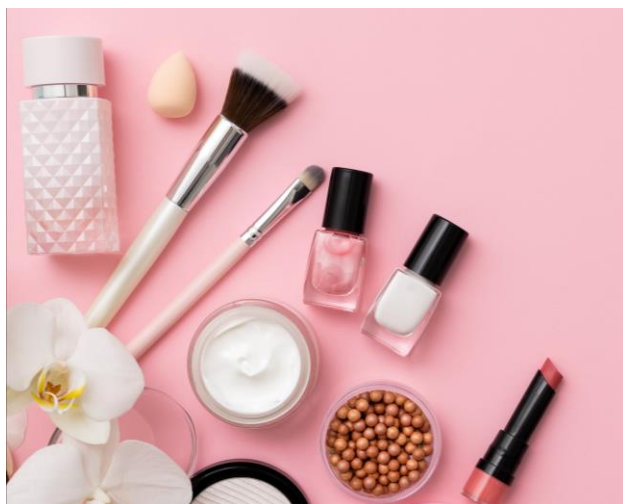
Products

This chapter examines 20 product categories and analyzes trends and product launches, 2019-2022 retail sales, sales and market shares for leading brands, snapshots of up-and-coming market movers, sales by retail outlet, marketing activity through traditional platforms and social media, and an outlook to 2027. The product categories to be covered are shown in Table 1.

**Subject to subscriber input*

TABLE 1. PRODUCT CATEGORIES COVERED

Fragrances	<ul style="list-style-type: none"> • Fragrances for men • Fragrances for women
Hair Care	<ul style="list-style-type: none"> • Multicultural hair care • Hair coloring products • Hair styling products and sprays • Shampoos and conditioners
Makeup	<ul style="list-style-type: none"> • Eye makeup • Face makeup • Lipsticks and glosses • Nail polishes
Skin Care	<ul style="list-style-type: none"> • Baby care products • Facial skin care • Hand and body lotions • Lip balms, jellies, and treatments • Skin care products for men • Sun care products
Other Toiletries	<ul style="list-style-type: none"> • Deodorants and antiperspirants • Personal cleansing products • Shaving products



REPORT BENEFITS

This report is a detailed assessment of the beauty and personal care industry and the players that compete in the market. Specifically, it provides:

A highly reliable and independent assessment of the market

An assessment of category and product trends as well as industry dynamics, including the role of independent brands

Channel analysis with an eye on the revival of brick-and-mortar stores

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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Americas

+1-973-435-3407

Brazil

+55-11-3624-8718

China

+86-21-6012-6500

Abu Dhabi

+971-02-654-4147

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6295