



# Impact of COVID-19 on the U.S. Cosmetics & Toiletries Market

**Base Year:**  
2019

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**1<sup>st</sup> edition**

A special bonus installment from the 45th edition of Kline's Cosmetics & Toiletries USA Annual Service, with scenario forecasts that predict the possible impact of the COVID-19 pandemic on the U.S. cosmetics and toiletries industry.

**Regional Coverage: United States**

## SCOPE

- › Fragrances
- › Hair Care
- › Makeup
- › Skin Care
- › Toiletries
- › Scenario forecasts (Worst Case, Likely Case, Best Case) from 2019 through 2024 by category
- › All channels of distribution

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- 2019-2024 Forecasts (Worst, Likely, Best)
- Historical Growth During and After Last Recession

## Forecasts by Category

2019-2024 Forecasts (Worst, Likely, Best) for each of the individual categories listed in Table 1. Categories are clustered as follows:

- Rescue Categories
- Everyday Essentials
- Soothing Solutions
- Can-Wait Categories



**TABLE 1. CATEGORIES COVERED**

FRAGRANCES	HAIR CARE	MAKEUP	SKIN CARE	TOILETRIES
<ul style="list-style-type: none"> <li>• Fragrances for men</li> <li>• Fragrances for women</li> </ul>	<ul style="list-style-type: none"> <li>• Hair coloring products</li> <li>• Hair styling/sprays</li> <li>• Multicultural hair care</li> <li>• Shampoos and conditioners</li> </ul>	<ul style="list-style-type: none"> <li>• Eye makeup</li> <li>• Face makeup</li> <li>• Lipsticks and lip glosses</li> <li>• Nail polishes</li> </ul>	<ul style="list-style-type: none"> <li>• Baby care</li> <li>• Facial skin care</li> <li>• Hand and body lotions</li> <li>• Lip balms</li> <li>• Skin care for men</li> <li>• Sun care</li> </ul>	<ul style="list-style-type: none"> <li>• Deodorants and antiperspirants</li> <li>• Personal cleansing (bath &amp; shower)</li> <li>• Personal cleansing (hand sanitizers + liquid hand soaps)</li> <li>• Shaving products</li> </ul>

## REPORT BENEFITS

This report serves as an excellent resource for manufacturers and retailers of beauty and personal care products. Specifically, this report assists subscribers by providing:

Actionable forecasts on the potential impact of COVID-19 for each category

Data on market performance during the last recession

Expert commentary on each category

## 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.

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### Americas

+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86-21 6012-6500

### Dubai

+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277