

Impact of COVID-19 on the Global Professional Skin Care Market

**Base Year:
2019**

**Published
March 2020**

1st edition

A special report from Kline's Professional Skin Care team, with scenario forecasts that predict the possible impact of the COVID-19 pandemic on the global markets for this industry.

Global Coverage: China, Europe, and the United States

SCOPE

- › Beauty institutes and salons
- › Medical care providers
- › Retail
- › Spas and salons
- › Scenario forecasts (worst case, likely case, best case) from 2019 through 2024 by channel and by geography

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- Scope
- Assumptions
- Sources and methods

Overall Market Forecast

- The situation
- Revised forecast sales for 2019-2024 by region/country and by channel (as shown in Table 1) compared to forecast published in December 2019
- Historical growth during and after last recession by region/country

Forecasts by Region/Country

2019-2024 forecasts (worst, likely, best) for each of the markets we cover plus coordinating channel forecast

For Europe, forecasts are also provided by individual country for the U.K., France, Germany, Italy, Spain, Poland, and Russia based on the worst, likely and best-case scenarios for 2019-2024.

TABLE 1. REGION AND CHANNEL COVERAGE

China	EUROPE	UNITED STATES
<ul style="list-style-type: none"> • Beauty institutes and spas • Medical care providers • Retail 	<ul style="list-style-type: none"> • Beauty institutes and salons • Medical care providers • Retail • Spas 	<ul style="list-style-type: none"> • Medical care providers • Retail • Spas and salons



REPORT BENEFITS

This report serves as an excellent resource for marketers and retailers of professional skin care products. Specifically, it provides:

Actionable forecasts on the potential impact of COVID-19 for each market covered in our professional skin care report series

Data on market performance during the last recession

Expert commentary on expected performance by channel

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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