Global Hair and Body Mist Market 2016-2020

About Global Hair and Body Mist Market

The global hair and body mist market will grow at a gradual rate over the forecast period. Although the market will be affected by a slowdown in demand in key countries like the US, Germany, the UK, France, Italy, Spain, and Japan as they near maturity, this will be offset by a strengthening of demand in developing countries such as Brazil, India, Malaysia, and China. The growth potential is higher in these emerging markets because of the increasing purchasing power of their growing middle-class population and high population density. More than one-and-a-half billion people in APAC will enter the middle-income class over the next ten years. Consumer purchasing power in the region is also increasing because of the rise in personal disposable income, which is growing at a rate much higher than that of developed countries. In 2015, personal annual disposable income increased by 7.01% in China and 8.61% in India, whereas it grew by 2.07% in Germany and 1.29% in France.

The analysts forecast the global hair and body mist market to grow at a CAGR of 7.92% during the period 2016-2020.

Covered in this report
The report covers the present scenario and the growth prospects of the global hair and body mist market for 2016-2020. To calculate the market size, the report considers the revenue generated from the retail and salon sales of hair and body mist products to individual customers in the global market.

The market is divided into the following segments based on geography:
- Americas
- APAC
- Europe
- MEA

The report, Global Hair and Body Mist Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- Chanel
- Estée Lauder
- L Brands
- L’Oréal
- LVMH
- Shiseido

Other prominent vendors
- Amway
- Avon Products
- Burberry
- Cadiveu Professional USA
- Chatters Canada
- Combe
- Conair
- Coty
- Edgewell Personal Care
- Henkel
- Godrej Consumer Products
- Helen of Troy
- Johnson & Johnson
- Kao
- Marchesa
- Mary Kay
- O Boticário
- Procter & Gamble
- Revlon
- Tom's of Maine
- Unilever
- World Hair Cosmetics

Market drivers
- Rise in demand for private-label and niche brands
- For a full, detailed list, view the full report

Market challenges
- Global beauty brands losing shelf space in up-market department stores
- For a full, detailed list, view the full report

Market trends
- Increase in demand for hair perfumes as hair styling products
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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