About Facial Serum

A cosmetic serum is usually a water-based, non-greasy, and intensive formula that contains a high concentration of active substances. Serums can also be oil-based but have an oil-free texture (owing to less concentration of oil in the formulation). The oil-free texture can help them to penetrate deeper.

Serums get rapidly absorbed and have the ability to penetrate into deeper layers, together with its active ingredients, to moisturize and deliver added nutrients. Serums contain high concentrations of active ingredients, so are usually made to contain just a few active ingredients. Due to high concentrations of active ingredients, serums produce the desired results faster than other creams or similar products.

The analysts forecast the global facial serum market to grow at a CAGR of 3.88% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global facial serum market for 2016-2020. To calculate the market size, the report considers the revenue generated from the retail and salon sales of facial serum 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 Facial Serum 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
- Beiersdorf
- Estée Lauder
- L’Oréal
- P&G
- Shiseido

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

Market drivers
- Portfolio extension to include products with different properties

Market challenges
- Increasing number of domestic and niche brands

Market trends
- Increasing use of natural and organic ingredients

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?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

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