

# Avon, Unilever, Revlon, Beiersdorf, Procter & Gamble, L'OREAL, Clinique, Estee Lauder

**Pune, Feb 25, 2019 ([IssueWire.com](http://IssueWire.com))** - Global Night Creams Industry was valued at USD 6.4 Million in the year 2017. Global Night Creams Industry is further estimated to grow at a CAGR of 4.8% from 2019 to reach USD 9.28 Million by the year 2025. The North America region holds the highest Industry share in 2017 and the Asia Pacific is considered as the fastest growing Industry in the forecasted period growing at 6.5%. At the country level, the US, China, and Hong Kong are projected to grow strongly in the coming years due to the increasing density of population.

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Major market players in Night Creams Industry are Avon, Unilever, Revlon, Beiersdorf, Procter & Gamble, L'OREAL, Clinique, Estee Lauder Inc., Lancome, Shiseido Co. Ltd., and the brief overview of 10 companies is also provided in the report. Rising research and development expenses are catering to changing demand of end users. Similarly, growth strategies such as acquisition, merger and expansion of the distribution network were few techniques adopted by most of Tier 1 and Tier 2 manufacturers in recent years.

SWOT Analysis of Night Creams Industry:

Strength:

Demand for creams in accordance with climatic conditions

Increasing need specific to skin type

Exposure to extreme weather conditions

Weakness:

Regular innovations and advancements

Small-scale manufacturers hindering the organized sector.

Opportunities:

Synthetic products to offer anti-ageing solutions

Natural and organic ingredients

Threats:

Intense competition among the producers

The Global Night Cream Industry Report is segmented as By Product Type, Age Group, Specialty Attribute, Skin Concerns, Distribution Channel and Region. The Product Type is segmented as face care and body care in which face care holds the highest Industry share. The Age Group is divided as infants and toddlers, children and adults in which adults hold the highest share in the Industry. By Specialty Type, the Industry is divided as natural and organic, herbal, cruelty-free and others in which others have the highest Industry share. By skin concerns, the Industry is divided as anti-ageing, dryness and dehydration, acne, sun protection, redness and allergies in which acne holds the highest Industry share.

Night Creams Industry Segmentation:

By Specialty attribute

- Natural and organic

- Herbal

- Cruelty-free

- Others

#### By Product Type

- Face care
- Body care
- By Age Group
- Infants and toddlers
- Children
- Adults

#### By Distribution Channel

- Supermarket
- Specialty stores
- Drug stores
- Convenience stores
- E-commerce
- Others

#### By Skin concerns

- Anti-ageing
- Dryness and dehydration
- Acne
- Sun protection
- Redness and allergies

#### By Region

##### North America

- USA
- Canada

##### Europe

- Germany
- U.K.
- France
- Italy
- Rest of Europe

##### APAC

- China
- India
- Japan
- Rest of Asia-Pacific

##### RoW

- Latin America
- Middle East & Africa

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of administrations helps you in arranging your development in the predefined showcase industry, as well as the system and innovation required for the predictable achievement.

**Contact Us:**

Global Reports Store Pune (India)

Operational & Marketing Center

B101, Sai Pushp Kunj Apartment, Raykar Mala, Dhayri, Pune- 411041

+91-739-102-4425

sales@globalreportsstore.com

**Media Contact**

39Globalreportsstore

sales@globalreportsstore.com

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