

# Skin Lighteners Industry Segments Based On Geography, Key Vendors, Driver, Market Challenge, Industry Trend 2020

*Analysts forecast the global skin lighteners market to grow at a CAGR of 9.29% during the period 2016-2020.*

PUNE, INDIA, September 19, 2016 /EINPresswire.com/ -- [Global Skin Lighteners Industry](#)

Skin lightening products are used to lighten skin tone, provide an even complexion, or even suppress or lessen melanin production in the body to avoid further darkening of the skin. The desire for radiant, luminous skin with no dark spots, sun damage, or acne scars is increasing rapidly across the world. In order to achieve flawless skin, consumers are increasingly investing in skin lightening products. In addition to helping in brightening and lightening the skin, these products have smoothing and firming properties. bareMinerals' Biolucent Mineral Brightening Treatment and Shiseido's WHITE LUCENT Brightening Massage Cream are examples of popular skin lightening products available in the market.

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Analysts forecast the global skin lighteners market to grow at a CAGR of 9.29% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global skin lighteners market for 2016-2020. To calculate the market size, the report considers the revenue generated through the retail sales of skin lightener products.

The market is divided into the following segments based on geography:

- Americas
- APAC
- Europe
- ROW

Global Skin Lighteners 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

- Unilever

#### Other prominent vendors

- AmorePacific
- Amway
- Aveda
- BABOR
- BIODERMA Laboratory
- Clarins
- DS Healthcare
- Kao
- Lotus Herbals
- Mary Kay
- Missha
- Nature Republic
- NeoStrata
- Oriflame
- Rachel K Cosmetics
- Revlon
- SKINFOOD
- Skinvisible Pharmaceuticals
- Thalgo

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#### Market driver

- Growing importance of personal grooming among male consumers
- For a full, detailed list, view our report

#### Market challenge

- Concerns over excessive use of hydroquinone and mercury
- For a full, detailed list, view our report

#### Market trend

- Demand for innovative and multi-benefit skin lightening products
- For a full, detailed list, view our report

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#### 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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