

## **Sheet Face Mask Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-11-24 | 144 pages | IMARC Group

### **AVAILABLE LICENSES:**

- Electronic (PDF) Single User \$2499.00
- Five User Licence \$3499.00
- Enterprisewide License \$4499.00

### **Report description:**

The global sheet face mask market size reached US\$ 358.8 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 563.1 Million by 2028, exhibiting a growth rate (CAGR) of 7.80% during 2022-2028.

Sheet face masks are easy-to-use skincare products made using different types of gels, fibers, and papers. They are soaked in essences containing beneficial ingredients, such as hyaluronic acid, vitamins, and aloe vera. At present, several manufacturers are introducing sheet masks made with soft, natural and comfortable fabric as well as innovative ingredients like pearl, seaweed, watermelon, bee venom, and snail extracts for additional skin benefits. These manufacturers are also offering product variants that are suitable for a particular skin type or concern. This, in confluence with the growing awareness among individuals about personal appearance, is driving the demand for sheet face masks around the world.

### **Sheet Face Mask Market Trends:**

Several benefits provided by sheet face masks, such as hydration, removing impurities, detoxifying skin, and restoring radiance and glow, represent one of the significant factors bolstering the market growth. Moreover, the emerging on-the-go skincare trend is driving the demand for sheet face masks that are convenient and can be used while traveling. Apart from this, the leading market players are offering personalized sheet face masks after analyzing the skin with an advanced system. They are also manufacturing innovative masks from renewable materials. For instance, Johnson & Johnson Consumer Inc., a US-based skincare company, is focusing on developing single-use hydrogel sheet masks that contain active ingredients and hydrogel made from locust beans and red seaweed and offer nonwoven support for fit and comfort. In addition to this, key players are considerably investing in international celebrity endorsements for sheet face masks. They are relying on social media platforms and over-the-top (OTT) media services to promote their products, which is resulting in their increasing sales through online distribution channels across the globe.

### **Key Market Segmentation:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

IMARC Group provides an analysis of the key trends in each sub-segment of the global sheet face mask market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, price point and distribution channel.

Breakup by Product Type:

- Cotton and Microfiber Sheet
- Hydrogel Sheet
- Knit Sheet
- Bio-Cellulose Sheet
- Others

Breakup by Price Point:

- Mass
- Premium

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Retail Pharmacies
- E-Commerce

Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
  - Russia
  - Others
- Latin America
  - Brazil

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amorepacific Corporation, Beiersdorf AG, Guerlain (LVMH Moët Hennessy - Louis Vuitton), Kracie Holdings Ltd. (Hoyu Co. Ltd.), L'Oreal S.A., Neutrogena Corporation (Johnson & Johnson), Procter & Gamble Company, Shiseido Company Limited, The Estée Lauder Companies Inc, The Himalaya Drug Company (Himalaya Global Holdings Ltd.), Topix Pharmaceuticals Inc. and Unilever plc.

#### Key Questions Answered in This Report

1. What was the size of the global sheet face mask market in 2022?
2. What is the expected growth rate of the global sheet face mask market during 2023-2028?
3. What has been the impact of COVID-19 on the global sheet face mask market?
4. What are the key factors driving the global sheet face mask market?
5. What is the breakup of the global sheet face mask market based on the product type?
6. What is the breakup of the global sheet face mask market based on the price point?
7. What is the breakup of the global sheet face mask market based on the distribution channel?
8. What are the key regions in the global sheet face mask market?
9. Who are the key players/companies in the global sheet face mask market?

#### Table of Contents:

- 1 Preface
- 2 Scope and Methodology
  - 2.1 Objectives of the Study
  - 2.2 Stakeholders
  - 2.3 Data Sources
    - 2.3.1 Primary Sources
    - 2.3.2 Secondary Sources
  - 2.4 Market Estimation
    - 2.4.1 Bottom-Up Approach
    - 2.4.2 Top-Down Approach
  - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
  - 4.1 Overview
  - 4.2 Key Industry Trends
- 5 Global Sheet Face Mask Market
  - 5.1 Market Overview
  - 5.2 Market Performance
  - 5.3 Impact of COVID-19
  - 5.4 Market Forecast
- 6 Market Breakup by Product Type
  - 6.1 Cotton and Microfiber Sheet
    - 6.1.1 Market Trends
    - 6.1.2 Market Forecast
  - 6.2 Hydrogel Sheet

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.2.1 Market Trends
- 6.2.2 Market Forecast
- 6.3 Knit Sheet
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast
- 6.4 Bio-Cellulose Sheet
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Others
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast
- 7 Market Breakup by Price Point
  - 7.1 Mass
    - 7.1.1 Market Trends
    - 7.1.2 Market Forecast
  - 7.2 Premium
    - 7.2.1 Market Trends
    - 7.2.2 Market Forecast
- 8 Market Breakup by Distribution Channel
  - 8.1 Supermarkets and Hypermarkets
    - 8.1.1 Market Trends
    - 8.1.2 Market Forecast
  - 8.2 Convenience Stores
    - 8.2.1 Market Trends
    - 8.2.2 Market Forecast
  - 8.3 Retail Pharmacies
    - 8.3.1 Market Trends
    - 8.3.2 Market Forecast
  - 8.4 E-Commerce
    - 8.4.1 Market Trends
    - 8.4.2 Market Forecast
- 9 Market Breakup by Region
  - 9.1 North America
    - 9.1.1 United States
      - 9.1.1.1 Market Trends
      - 9.1.1.2 Market Forecast
    - 9.1.2 Canada
      - 9.1.2.1 Market Trends
      - 9.1.2.2 Market Forecast
  - 9.2 Asia-Pacific
    - 9.2.1 China
      - 9.2.1.1 Market Trends
      - 9.2.1.2 Market Forecast
    - 9.2.2 Japan
      - 9.2.2.1 Market Trends
      - 9.2.2.2 Market Forecast
    - 9.2.3 India

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.2.3.1 Market Trends
- 9.2.3.2 Market Forecast
- 9.2.4 South Korea
  - 9.2.4.1 Market Trends
  - 9.2.4.2 Market Forecast
- 9.2.5 Australia
  - 9.2.5.1 Market Trends
  - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
  - 9.2.6.1 Market Trends
  - 9.2.6.2 Market Forecast
- 9.2.7 Others
  - 9.2.7.1 Market Trends
  - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends
    - 9.3.4.2 Market Forecast
  - 9.3.5 Spain
    - 9.3.5.1 Market Trends
    - 9.3.5.2 Market Forecast
  - 9.3.6 Russia
    - 9.3.6.1 Market Trends
    - 9.3.6.2 Market Forecast
  - 9.3.7 Others
    - 9.3.7.1 Market Trends
    - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.5.1 Market Trends
- 9.5.2 Market Breakup by Country
- 9.5.3 Market Forecast
- 10 SWOT Analysis
  - 10.1 Overview
  - 10.2 Strengths
  - 10.3 Weaknesses
  - 10.4 Opportunities
  - 10.5 Threats
- 11 Value Chain Analysis
- 12 Porters Five Forces Analysis
  - 12.1 Overview
  - 12.2 Bargaining Power of Buyers
  - 12.3 Bargaining Power of Suppliers
  - 12.4 Degree of Competition
  - 12.5 Threat of New Entrants
  - 12.6 Threat of Substitutes
- 13 Price Analysis
- 14 Competitive Landscape
  - 14.1 Market Structure
  - 14.2 Key Players
  - 14.3 Profiles of Key Players
    - 14.3.1 Amorepacific Corporation
      - 14.3.1.1 Company Overview
      - 14.3.1.2 Product Portfolio
      - 14.3.1.3 Financials
      - 14.3.1.4 SWOT Analysis
    - 14.3.2 Beiersdorf AG
      - 14.3.2.1 Company Overview
      - 14.3.2.2 Product Portfolio
      - 14.3.2.3 Financials
      - 14.3.2.4 SWOT Analysis
    - 14.3.3 Guerlain (LVMH Moet Hennessy - Louis Vuitton)
      - 14.3.3.1 Company Overview
      - 14.3.3.2 Product Portfolio
    - 14.3.4 Kracie Holdings Ltd. (Hoyu Co. Ltd.)
      - 14.3.4.1 Company Overview
      - 14.3.4.2 Product Portfolio
      - 14.3.4.3 SWOT Analysis
    - 14.3.5 L'Oreal S.A.
      - 14.3.5.1 Company Overview
      - 14.3.5.2 Product Portfolio
      - 14.3.5.3 Financials
      - 14.3.5.4 SWOT Analysis
    - 14.3.6 Neutrogena Corporation (Johnson & Johnson)
      - 14.3.6.1 Company Overview
      - 14.3.6.2 Product Portfolio

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 14.3.7 Procter & Gamble Company
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
  - 14.3.7.3 Financials
  - 14.3.7.4 SWOT Analysis
- 14.3.8 Shiseido Company Limited
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
  - 14.3.8.3 Financials
  - 14.3.8.4 SWOT Analysis
- 14.3.9 The Estee Lauder Companies Inc
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
  - 14.3.9.3 Financials
  - 14.3.9.4 SWOT Analysis
- 14.3.10 The Himalaya Drug Company (Himalaya Global Holdings Ltd.)
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
- 14.3.11 Topix Pharmaceuticals Inc.
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
- 14.3.12 Unilever plc
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
  - 14.3.12.3 Financials

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sheet Face Mask Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-11-24 | 144 pages | IMARC Group

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                      | Price     |
|----------------|------------------------------|-----------|
|                | Electronic (PDF) Single User | \$2499.00 |
|                | Five User Licence            | \$3499.00 |
|                | Enterprisewide License       | \$4499.00 |
|                |                              | VAT       |
|                |                              | Total     |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2025-06-24"/> |
|               |                      | Signature                     |   |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com





**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)