

# **Facial Care Market By Product Type (Skin-Whitening and Anti-Aging, Facial Creams, Face Wash, Cleansing Wipes, Serums & Masks, Others) , By Gender (Men, Women, Unisex) By Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Pharmacies, Online Sales Channels, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

<https://marketpublishers.com/r/F9BFB9654881EN.html>

Date: September 2024

Pages: 230

Price: US\$ 2,439.00 (Single User License)

ID: F9BFB9654881EN

## **Abstracts**

The facial care market was valued at \$98.2 billion in 2023, and is projected to reach \$166.9 billion by 2033, growing at a CAGR of 5.6% from 2024 to 2033.

Facial care refers to a range of skincare practices aimed at maintaining the health, appearance, and integrity of the skin on the face. It includes cleansing, moisturizing, exfoliating, and protecting the skin to achieve a balanced, hydrated, and clear complexion. Given that the facial skin is highly sensitive and exposed to environmental stressors like pollution, UV rays, and varying weather conditions, a consistent skincare routine is essential for managing and preventing issues such as dryness, acne, and early signs of aging.

The growth of the global facial care market is driven by increase in awareness of skincare benefits, ingredients, and the importance of maintaining skin health. In addition, shift in consumer preference toward natural, organic, and chemical-free skincare products notably augments the growth of the global market. Based on a recent survey, 69% of the women aged between 35 and 54 are opting for natural skincare products. 6 in 10 women are preferring to read products labels before making their

purchase, thus indicating strong push toward sustainable options. Furthermore, rise in aging population coupled with the desire to maintain a youthful appearance fuels the demand for anti-aging products such as serums, creams, and masks that address wrinkles, fine lines, and other signs of aging, thereby propelling the growth of the global facial care market. As per the World Health Organization, the number of people aged 60 years and older was 1 billion in 2019. This number is estimated to increase to 1.4 billion by 2030 and 2.1 billion by 2050. Thus, focus on preventing early aging signs and maintaining skin vitality among aging individuals notably contributes toward the market growth. Moreover, rise in influence of social media and celebrity endorsements acts as the key driving force of the global market. Furthermore, increase in trend of online shopping and surge in penetration of digital platforms enable consumers to explore a wide range of products easily, thus facilitating market expansion and accessibility. However, high cost of premium facial care products due to quality ingredients, advanced formulations, and branding restrains the market growth. In addition, availability of counterfeit products acts as the key deterrent factor of the global market. On the contrary, innovations in product formulations, such as the inclusion of hyaluronic acid, peptides, and retinoids, as well as advanced delivery systems like microneedling and nanotechnology, are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global facial care market is segmented into product type, gender, distribution channel, and region. On the basis of product type, the market is divided into skin-whitening & anti-aging, facial creams, face wash, cleansing wipes, serums & masks, and others. Depending on gender, it is segregated into men, women, and unisex. By distribution channel, the market is categorized into hypermarkets/supermarkets, specialty stores, pharmacies, online sales channels, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

On the basis of product type, the skin-whitening & anti-aging segment held the highest market share in 2023, and is likely to retain its dominance from 2024 to 2033.

Depending on gender, the women segment garnered the largest share in 2023, and is expected to continue the same trend throughout the forecast period.

By distribution channel, the specialty stores segment was the major shareholder in 2023, and is anticipated to lead in the coming years.

Region wise, Asia-Pacific was the key revenue generator in 2023, and is expected to dominate throughout the forecast period.

## Competition Analysis

Competitive analysis and profiles of the major players in the global facial care market include Shiseido Company, Limited, Kao Corporation, Beiersdorf AG, L'Oréal S.A., The Estee Lauder Companies Inc., Procter & Gamble Company, Edgewell Personal Care, Amway Corporation, Johnson & Johnson Services, Inc., and Unilever Plc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

Additional benefits you will get with this purchase are:

Quarterly Update and\* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support\* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization\* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response\*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

SWOT Analysis

## Key Market Segments

### By Product Type

Skin-Whitening and Anti-Aging

Facial Creams

Face Wash

Cleansing Wipes

Serums Masks

Others

### By Gender

Men

Women

Unisex

#### By Distribution Channel

Hypermarkets/Supermarkets

Specialty Stores

Pharmacies

Online Sales Channels

Others

#### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Shiseido Company, Limited

Kao Corporation

Beiersdorf AG

L'Oréal S.A.

The Estee Lauder Companies Inc.

Procter & Gamble Company

Edgewell Personal Care

Amway Corporation

Johnson & Johnson Services, Inc.

Unilever plc

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: FACIAL CARE MARKET, BY PRODUCT TYPE**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Product Type
- 4.2. Skin-Whitening And Anti-Aging
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Facial Creams
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country
- 4.4. Face Wash
  - 4.4.1. Key Market Trends, Growth Factors and Opportunities
  - 4.4.2. Market Size and Forecast, By Region
  - 4.4.3. Market Share Analysis, By Country
- 4.5. Cleansing Wipes
  - 4.5.1. Key Market Trends, Growth Factors and Opportunities
  - 4.5.2. Market Size and Forecast, By Region
  - 4.5.3. Market Share Analysis, By Country
- 4.6. Serums Masks
  - 4.6.1. Key Market Trends, Growth Factors and Opportunities
  - 4.6.2. Market Size and Forecast, By Region
  - 4.6.3. Market Share Analysis, By Country
- 4.7. Others
  - 4.7.1. Key Market Trends, Growth Factors and Opportunities
  - 4.7.2. Market Size and Forecast, By Region
  - 4.7.3. Market Share Analysis, By Country

## **CHAPTER 5: FACIAL CARE MARKET, BY GENDER**

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By Gender
- 5.2. Men
  - 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
- 5.3. Women
  - 5.3.1. Key Market Trends, Growth Factors and Opportunities
  - 5.3.2. Market Size and Forecast, By Region
  - 5.3.3. Market Share Analysis, By Country
- 5.4. Unisex
  - 5.4.1. Key Market Trends, Growth Factors and Opportunities
  - 5.4.2. Market Size and Forecast, By Region
  - 5.4.3. Market Share Analysis, By Country

## **CHAPTER 6: FACIAL CARE MARKET, BY DISTRIBUTION CHANNEL**

### 6.1. Market Overview

#### 6.1.1 Market Size and Forecast, By Distribution Channel

### 6.2. Hypermarkets/Supermarkets

#### 6.2.1. Key Market Trends, Growth Factors and Opportunities

#### 6.2.2. Market Size and Forecast, By Region

#### 6.2.3. Market Share Analysis, By Country

### 6.3. Specialty Stores

#### 6.3.1. Key Market Trends, Growth Factors and Opportunities

#### 6.3.2. Market Size and Forecast, By Region

#### 6.3.3. Market Share Analysis, By Country

### 6.4. Pharmacies

#### 6.4.1. Key Market Trends, Growth Factors and Opportunities

#### 6.4.2. Market Size and Forecast, By Region

#### 6.4.3. Market Share Analysis, By Country

### 6.5. Online Sales Channels

#### 6.5.1. Key Market Trends, Growth Factors and Opportunities

#### 6.5.2. Market Size and Forecast, By Region

#### 6.5.3. Market Share Analysis, By Country

### 6.6. Others

#### 6.6.1. Key Market Trends, Growth Factors and Opportunities

#### 6.6.2. Market Size and Forecast, By Region

#### 6.6.3. Market Share Analysis, By Country

## **CHAPTER 7: FACIAL CARE MARKET, BY REGION**

### 7.1. Market Overview

#### 7.1.1 Market Size and Forecast, By Region

### 7.2. North America

#### 7.2.1. Key Market Trends and Opportunities

#### 7.2.2. Market Size and Forecast, By Product Type

#### 7.2.3. Market Size and Forecast, By Gender

#### 7.2.4. Market Size and Forecast, By Distribution Channel

#### 7.2.5. Market Size and Forecast, By Country

#### 7.2.6. U.S. Facial Care Market

##### 7.2.6.1. Market Size and Forecast, By Product Type

##### 7.2.6.2. Market Size and Forecast, By Gender

- 7.2.6.3. Market Size and Forecast, By Distribution Channel
- 7.2.7. Canada Facial Care Market
  - 7.2.7.1. Market Size and Forecast, By Product Type
  - 7.2.7.2. Market Size and Forecast, By Gender
  - 7.2.7.3. Market Size and Forecast, By Distribution Channel
- 7.2.8. Mexico Facial Care Market
  - 7.2.8.1. Market Size and Forecast, By Product Type
  - 7.2.8.2. Market Size and Forecast, By Gender
  - 7.2.8.3. Market Size and Forecast, By Distribution Channel
- 7.3. Europe
  - 7.3.1. Key Market Trends and Opportunities
  - 7.3.2. Market Size and Forecast, By Product Type
  - 7.3.3. Market Size and Forecast, By Gender
  - 7.3.4. Market Size and Forecast, By Distribution Channel
  - 7.3.5. Market Size and Forecast, By Country
  - 7.3.6. France Facial Care Market
    - 7.3.6.1. Market Size and Forecast, By Product Type
    - 7.3.6.2. Market Size and Forecast, By Gender
    - 7.3.6.3. Market Size and Forecast, By Distribution Channel
  - 7.3.7. Germany Facial Care Market
    - 7.3.7.1. Market Size and Forecast, By Product Type
    - 7.3.7.2. Market Size and Forecast, By Gender
    - 7.3.7.3. Market Size and Forecast, By Distribution Channel
  - 7.3.8. Italy Facial Care Market
    - 7.3.8.1. Market Size and Forecast, By Product Type
    - 7.3.8.2. Market Size and Forecast, By Gender
    - 7.3.8.3. Market Size and Forecast, By Distribution Channel
  - 7.3.9. Spain Facial Care Market
    - 7.3.9.1. Market Size and Forecast, By Product Type
    - 7.3.9.2. Market Size and Forecast, By Gender
    - 7.3.9.3. Market Size and Forecast, By Distribution Channel
  - 7.3.10. UK Facial Care Market
    - 7.3.10.1. Market Size and Forecast, By Product Type
    - 7.3.10.2. Market Size and Forecast, By Gender
    - 7.3.10.3. Market Size and Forecast, By Distribution Channel
  - 7.3.11. Rest Of Europe Facial Care Market
    - 7.3.11.1. Market Size and Forecast, By Product Type
    - 7.3.11.2. Market Size and Forecast, By Gender
    - 7.3.11.3. Market Size and Forecast, By Distribution Channel

## 7.4. Asia-Pacific

7.4.1. Key Market Trends and Opportunities

7.4.2. Market Size and Forecast, By Product Type

7.4.3. Market Size and Forecast, By Gender

7.4.4. Market Size and Forecast, By Distribution Channel

7.4.5. Market Size and Forecast, By Country

7.4.6. China Facial Care Market

7.4.6.1. Market Size and Forecast, By Product Type

7.4.6.2. Market Size and Forecast, By Gender

7.4.6.3. Market Size and Forecast, By Distribution Channel

7.4.7. Japan Facial Care Market

7.4.7.1. Market Size and Forecast, By Product Type

7.4.7.2. Market Size and Forecast, By Gender

7.4.7.3. Market Size and Forecast, By Distribution Channel

7.4.8. India Facial Care Market

7.4.8.1. Market Size and Forecast, By Product Type

7.4.8.2. Market Size and Forecast, By Gender

7.4.8.3. Market Size and Forecast, By Distribution Channel

7.4.9. South Korea Facial Care Market

7.4.9.1. Market Size and Forecast, By Product Type

7.4.9.2. Market Size and Forecast, By Gender

7.4.9.3. Market Size and Forecast, By Distribution Channel

7.4.10. Australia Facial Care Market

7.4.10.1. Market Size and Forecast, By Product Type

7.4.10.2. Market Size and Forecast, By Gender

7.4.10.3. Market Size and Forecast, By Distribution Channel

7.4.11. Rest of Asia-Pacific Facial Care Market

7.4.11.1. Market Size and Forecast, By Product Type

7.4.11.2. Market Size and Forecast, By Gender

7.4.11.3. Market Size and Forecast, By Distribution Channel

## 7.5. LAMEA

7.5.1. Key Market Trends and Opportunities

7.5.2. Market Size and Forecast, By Product Type

7.5.3. Market Size and Forecast, By Gender

7.5.4. Market Size and Forecast, By Distribution Channel

7.5.5. Market Size and Forecast, By Country

7.5.6. Brazil Facial Care Market

7.5.6.1. Market Size and Forecast, By Product Type

7.5.6.2. Market Size and Forecast, By Gender

- 7.5.6.3. Market Size and Forecast, By Distribution Channel
- 7.5.7. South Africa Facial Care Market
  - 7.5.7.1. Market Size and Forecast, By Product Type
  - 7.5.7.2. Market Size and Forecast, By Gender
  - 7.5.7.3. Market Size and Forecast, By Distribution Channel
- 7.5.8. Saudi Arabia Facial Care Market
  - 7.5.8.1. Market Size and Forecast, By Product Type
  - 7.5.8.2. Market Size and Forecast, By Gender
  - 7.5.8.3. Market Size and Forecast, By Distribution Channel
- 7.5.9. UAE Facial Care Market
  - 7.5.9.1. Market Size and Forecast, By Product Type
  - 7.5.9.2. Market Size and Forecast, By Gender
  - 7.5.9.3. Market Size and Forecast, By Distribution Channel
- 7.5.10. Argentina Facial Care Market
  - 7.5.10.1. Market Size and Forecast, By Product Type
  - 7.5.10.2. Market Size and Forecast, By Gender
  - 7.5.10.3. Market Size and Forecast, By Distribution Channel
- 7.5.11. Rest of LAMEA Facial Care Market
  - 7.5.11.1. Market Size and Forecast, By Product Type
  - 7.5.11.2. Market Size and Forecast, By Gender
  - 7.5.11.3. Market Size and Forecast, By Distribution Channel

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Shiseido Company, Limited
  - 9.1.1. Company Overview
  - 9.1.2. Key Executives
  - 9.1.3. Company Snapshot
  - 9.1.4. Operating Business Segments
  - 9.1.5. Product Portfolio

- 9.1.6. Business Performance
- 9.1.7. Key Strategic Moves and Developments
- 9.2. Kao Corporation
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Operating Business Segments
  - 9.2.5. Product Portfolio
  - 9.2.6. Business Performance
  - 9.2.7. Key Strategic Moves and Developments
- 9.3. Beiersdorf AG
  - 9.3.1. Company Overview
  - 9.3.2. Key Executives
  - 9.3.3. Company Snapshot
  - 9.3.4. Operating Business Segments
  - 9.3.5. Product Portfolio
  - 9.3.6. Business Performance
  - 9.3.7. Key Strategic Moves and Developments
- 9.4. L'Oréal S.A.
  - 9.4.1. Company Overview
  - 9.4.2. Key Executives
  - 9.4.3. Company Snapshot
  - 9.4.4. Operating Business Segments
  - 9.4.5. Product Portfolio
  - 9.4.6. Business Performance
  - 9.4.7. Key Strategic Moves and Developments
- 9.5. The Estée Lauder Companies Inc.
  - 9.5.1. Company Overview
  - 9.5.2. Key Executives
  - 9.5.3. Company Snapshot
  - 9.5.4. Operating Business Segments
  - 9.5.5. Product Portfolio
  - 9.5.6. Business Performance
  - 9.5.7. Key Strategic Moves and Developments
- 9.6. Procter And Gamble Company
  - 9.6.1. Company Overview
  - 9.6.2. Key Executives
  - 9.6.3. Company Snapshot
  - 9.6.4. Operating Business Segments

- 9.6.5. Product Portfolio
- 9.6.6. Business Performance
- 9.6.7. Key Strategic Moves and Developments
- 9.7. Edgewell Personal Care
  - 9.7.1. Company Overview
  - 9.7.2. Key Executives
  - 9.7.3. Company Snapshot
  - 9.7.4. Operating Business Segments
  - 9.7.5. Product Portfolio
  - 9.7.6. Business Performance
  - 9.7.7. Key Strategic Moves and Developments
- 9.8. Amway Corporation
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. Business Performance
  - 9.8.7. Key Strategic Moves and Developments
- 9.9. Johnson And Johnson Services, Inc.
  - 9.9.1. Company Overview
  - 9.9.2. Key Executives
  - 9.9.3. Company Snapshot
  - 9.9.4. Operating Business Segments
  - 9.9.5. Product Portfolio
  - 9.9.6. Business Performance
  - 9.9.7. Key Strategic Moves and Developments
- 9.10. Unilever Plc
  - 9.10.1. Company Overview
  - 9.10.2. Key Executives
  - 9.10.3. Company Snapshot
  - 9.10.4. Operating Business Segments
  - 9.10.5. Product Portfolio
  - 9.10.6. Business Performance
  - 9.10.7. Key Strategic Moves and Developments

## I would like to order

Product name: Facial Care Market By Product Type (Skin-Whitening and Anti-Aging, Facial Creams, Face Wash, Cleansing Wipes, Serums & Masks, Others) , By Gender (Men, Women, Unisex) By Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Pharmacies, Online Sales Channels, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: <https://marketpublishers.com/r/F9BFB9654881EN.html>

Price: US\$ 2,439.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F9BFB9654881EN.html>