

Probiotic Skin Care Cosmetic Product Market By Product Type (Cleaner, Moisturizer, Serum, Masks, Other) , By Ingredient Type (Lactobacillus, Bifidobacterium, Streptococcus, Fermented Extracts, Others) By End User (Men, Women, Unisex) By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Department Stores, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

The probiotic skin care cosmetic product market was valued at \$320.3 million in 2023, and is projected to reach \$981.3 million by 2034, growing at a CAGR of 11% from 2024 to 2034.

Probiotic skin care cosmetic products are topical formulations that include live beneficial microorganisms, such as probiotics, or probiotic-derived ingredients, designed to enhance and maintain the skin's natural microbiome. These products aim to support skin health by restoring the balance of good bacteria on the skin's surface, strengthening the skin's barrier function, reducing inflammation, and helping to manage various skin concerns such as acne, eczema, and premature aging.

The growth of the global probiotic skin care cosmetic product market is driven by rise in prevalence of skin conditions such as acne, eczema, and rosacea. A study published by the World Health Organization in March 2023 claims that approximately 1.8 billion individuals are expected to be affected with skin conditions at any point in their lifetime. In addition, rise in awareness of skin microbiome health and surge in demand for

organic and chemical-free beauty products are fueling the demand for probiotic-based cosmetics, as they are perceived as a more natural solution for skin care. Furthermore, consumers are increasingly adopting preventive skin care routines, which significantly contributes toward the market growth. This is attributed to the fact that probiotic skin care is recognized for its ability to improve skin texture, hydration, and elasticity, positioning these products as an appealing option for anti-aging treatment. A 2017 study in *Experimental Dermatology* found that probiotic lysates increased collagen synthesis by 19% and reduced the appearance of wrinkles by 10% after 6 weeks of use, showcasing the potential anti-aging benefits of probiotics. Moreover, increase in celebrity and influencer endorsements of probiotic skin care products augments the market growth. However, lack of awareness about probiotics in skin care and their benefit significantly hampers the market growth. In addition, probiotics are sensitive to environmental conditions such as temperature and light, which can reduce their efficacy over time. Thus, limited shelf life of these products acts as the key deterrent factor of the global market. On the contrary, ongoing research into the skin microbiome and the benefits of probiotics is driving innovation in the market, leading to more effective and specialized products. Such developments are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global probiotic skin care cosmetic product market is segmented into product type, ingredient type, end user, distribution channel, and region. By product type, the market is fragmented into cleaner, moisturizer, serum, masks, and others. On the basis of ingredient type, it is categorized into lactobacillus, bifidobacterium, streptococcus, fermented extracts, and others. Depending on end user, it is classified into the men, women, and unisex. As per distribution channel, it is segregated into supermarkets and hypermarkets, specialty stores, department stores, online sales channel, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By product type, the moisturizer segment held the highest market share in 2023.

On the basis of ingredient type, the Lactobacillus segment was the major shareholder in 2023.

Depending on end user, the women industry segment held garnered the largest share in 2023.

As per distribution channel, the supermarkets & hypermarkets segment dominated the market in 2023, in terms of share.

Region wise, North America was the major revenue generator in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global probiotic skin care cosmetic product market include Aurelia Probiotic Skincare, TULA Skincare, LaFlore Probiotic Skincare, AOBiome LLC, Esse Skincare, Gallinee, Glowbiotics, The Beauty Chef, Bebe & Bella, and Eminence Organic Skin Care Inc. 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.

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End user preferences and pain points

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Product Consumption Analysis

Key Market Segments

By Product Type

Cleaner

Moisturizer

Serum

Masks

Other

By Ingredient Type

Lactobacillus

Bifidobacterium

Streptococcus

Fermented Extracts

Others

By End User

Men

Women

Unisex

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Department Stores

Online Sales Channel

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Aurelia Probiotic Skincare

TULA Skincare

LaFlore Probiotic Skincare

AOBiome LLC

Esse Skincare

Gallinee

Glowbiotics

The Beauty Chef

Bebe & Bella

Eminence Organic Skin Care Inc.

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