

# **Global Cosmetics Face Serum Market Size study & Forecast, by Product Type (Eye Serum, Blemish Treatment Serum, Acne Treatment Serum, Face Sunscreen Serum, Others), by Price Point (Premium, Medium, Economy), by Gender, by Application (Households, Salons, Entertainment Industry, Others), by Distribution Channel and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Cosmetics Face Serum Market is valued at approximately USD 3.7 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.8% during the forecast period 2023-2030. Cosmetic Face Serums are lightweight formulations that are designed to target specific skin concerns such as wrinkles, acne, blemishes and more. Face serums are more effective than any cream as they contain concentrated active compounds to treat various skin-related issues. The Global Cosmetic Face Serum Market is growing continuously due to factors such as rising focus on skincare, increasing expenditure in skincare and growing anti-aging concerns.

In the present scenario, rising income has led to a rapid increase in increasing expenditure on skincare and personal care products. According to Statista, in the year 2020, the total revenue generated through the skincare market stood at USD 90.76 billion globally. In 2023, it rose up to USD 108.9 billion and it is projected to reach USD 130.3 billion by the year 2028. The continuous increase in the expenditure in the global Skincare and Personal Care Market has led to a simultaneous increase in the Global Cosmetic Face Serum Market as well. Moreover, customization in the formulation and rising demand for organic skincare are the opportunities for the Cosmetic Face Serum

that lead to the market growth. However, rising competition and high cost of production hinder the growth of the Cosmetics Face Serum Market throughout the forecast period of 2023-2030.

The key regions considered for the Global Cosmetics Face Serum Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market due to factors such as the rapid increase in the cases of skin-related issues, innovations in skincare formulations and high emphasis on beauty as well as personal care. Asia Pacific is expected to grow significantly over the forecast period which is driven by factors such as a rising middle-class population, increasing disposable income and a growing focus on skincare and beauty.

Major market player included in this report are:

Chanel

Estee Lauder Companies, Inc.

Beiersdorf Ag

Kose Corporation

Procter & Gamble Co.

Philosophy Inc.

L'Oreal

Kao Corporation

EMK Products, LLC

Shiseido

Recent Developments in the Market:

In August 2020, Est?e Lauder introduced a new Advanced Night Repair Synchronized Recovery Serum that claimed to minimize the appearance of blemishes and uneven skin tone by 50% in 4 weeks.

In September 2020, Amway India launched Artistry Signature Select Personalized Serum which provides customized skincare products. This product is sold through Amway direct sellers and internet platforms.

#### Global Cosmetics Face Serum Market Report Scope:

Historical Data –2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered –Product Type, Price Point, Gender, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**ByProduct Type:**

Eye Serum

Blemish Treatment Serum

Acne Treatment Serum

Face Sunscreen Serum

Face Moisturizer Serum

Face Self Tanning Serum

Others

**By Price Point:**

Premium

Medium

Economy

**By Gender:**

Men

Women

Unisex

**By Application:**

Households

Salons

Entertainment Industry

Others

By Distribution Channel:

Hypermarkets/supermarkets

Specialty Stores

Online Retail

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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