

Global Facial Care Market Size Study by Product Type (Skin-Whitening & Anti-Aging, Facial Creams, Face Wash, Cleansing Wipes, Serums & Masks, Others), by Gender (Male, Female), by Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Pharmacies, Online Sales Channels), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G8EBF4CE368AEN.html>

Date: January 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G8EBF4CE368AEN

Abstracts

The Global Facial Care Market is valued at approximately USD 98.2 billion in 2023 and is expected to grow at a healthy compound annual growth rate (CAGR) of 5.60% over the forecast period 2024-2032. Facial care products, designed to cater to diverse skincare needs, have become an indispensable part of personal grooming, with their demand soaring across the globe. From anti-aging serums and skin-whitening solutions to basic face wash essentials, the market offers an array of products tailored to meet evolving consumer preferences.

The rising consumer inclination towards personalized skincare solutions and the growing awareness regarding the importance of facial care are major factors driving the market. With advancements in dermatological research, innovative formulations such as anti-aging creams with retinol and vitamin-enriched face masks have gained significant traction. Additionally, the increasing prevalence of skin disorders, alongside the influence of social media platforms promoting beauty trends, has created a lucrative landscape for facial care products.

Despite the vibrant growth trajectory, challenges such as fluctuating raw material prices and concerns regarding the environmental impact of certain ingredients may pose hurdles. However, the rising adoption of sustainable practices, including eco-friendly

packaging and vegan formulations, is addressing these challenges while aligning with global environmental goals. Moreover, the proliferation of e-commerce channels has amplified the accessibility of facial care products, ensuring broader consumer reach and fueling market expansion.

Regionally, the Asia-Pacific region is anticipated to dominate the global facial care market during the forecast period, owing to a burgeoning middle-class population, increasing disposable income, and heightened awareness of skincare benefits in countries such as China, India, and South Korea. North America and Europe also hold substantial shares, driven by established skincare industries, a preference for premium beauty products, and a robust network of specialty and online retailers. Meanwhile, the Latin America and Middle East & Africa regions are expected to witness moderate growth, propelled by increasing urbanization and rising consumer spending on personal care.

Major market players included in this report are:

Unilever PLC

L'Oréal S.A.

Procter & Gamble Co.

Estée Lauder Companies Inc.

Johnson & Johnson Services, Inc.

Beiersdorf AG

Shiseido Company, Limited

AmorePacific Corporation

Kao Corporation

Colgate-Palmolive Company

Henkel AG & Co. KGaA

Natura &Co

LG Household & Health Care

Coty Inc.

Himalaya Wellness

The detailed segments and sub-segments of the market are explained below:

By Product Type

Skin-Whitening & Anti-Aging

Facial Creams

Face Wash

Cleansing Wipes

Serums & Masks

Others

By Gender

Male

Female

By Distribution Channel

Hypermarkets/Supermarkets

Specialty Stores

Pharmacies

Online Sales Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market estimates and forecasts for a 10-year period from 2022 to 2032.

Regional-level and annualized revenue analysis for each market segment.

Comprehensive analysis of the competitive landscape, including strategies

adopted by key players.

Insights into demand-side and supply-side market dynamics.

Recommendations for stakeholders based on in-depth market research.

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