

Global Facial Serum Market Size study & Forecast, by Type (Anti-Aging Serums, Skin Brightening Serums, Acne Fighting Serums, Hydrating Face Serums, Exfoliating Face Serums and Others) by Form (Oil Based, Gel Based, Water Based and Others), by Distribution Channel (Supermarkets & Hypermarkets, Drugstores & Pharmacies, Specialty Beauty Stores, Online Retailers and Others) and Regional Analysis, 2023-2030

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Abstracts

Global Facial Serum Market is valued approximately USD 5.2 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.6% over the forecast period 2023-2030. The increasing use of facial serum is propelled by several factors, including the aging population worldwide and a growing understanding of the significance of safeguarding and nurturing healthy skin. Facial serums are formulated with potent ingredients such as retinol, hyaluronic acid, and vitamin C, renowned for their efficacy in addressing diverse skin-related issues. The findings from a 2021 survey conducted by the European Academy of Dermatology and Venerology (EADV) revealed that nearly half (47.9%) of the European population aged 18 and above encountered at least one dermatological condition in the past 12 months. Among the most prevalent skin conditions reported were fungal skin infections (9.07%), atopic dermatitis (AD) (5.34%), alopecia (5.22%), and acne (5.49%). Given these statistics, there's an anticipated surge in demand for facial serums containing active ingredients to address various skin concerns over the forecast period. Advancements in skincare technology have sparked the creation of innovative serums featuring ethically sourced ingredients, sustainable packaging, and cutting-edge delivery systems. Encapsulation technology,

for instance, plays a pivotal role by shielding active ingredients from degradation and facilitating targeted delivery for maximum effectiveness.

A prime example of this innovation is demonstrated by Plum Goodness, an Indian beauty brand committed to vegan and cruelty-free products. In October 2023, the brand unveiled a new product line encompassing hair care and beauty essentials, ranging from face serums and creams to sunscreens and moisturizers. Noteworthy among these offerings is the 2% Encapsulated Salicylic Acid Face Serum, enriched with pear extracts renowned for their abundance of amino acids and potent antioxidants. This formulation aids in enhancing skin elasticity and bolstering the skin barrier, exemplifying the brand's dedication to quality and efficacy. Moreover, Certain active ingredients in facial serums may cause skin irritation or allergic reactions in some individuals, posing a challenge to widespread adoption.

The key regions considered for the Global Facial Serum Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, Europe emerged as the dominant force in the global facial serum industry, with Germany, France, and the UK serving as key contributors. This dominance is fueled by factors such as high disposable incomes and well-established beauty regimens among consumers in these regions. Additionally, the propensity of European consumers to invest in premium and luxury beauty products has propelled demand for facial serums crafted from natural and organic ingredients. Furthermore, the escalating prevalence of skincare concerns and the aging population have spurred investments in proactive skincare solutions. Facial serums, renowned for their targeted efficacy in addressing issues such as aging, acne, and hyperpigmentation, have gained traction as preferred solutions among consumers seeking specialized skincare remedies.

Asia Pacific is poised to witness the most substantial growth, with a projected Compound Annual Growth Rate (CAGR) in 2030. This growth trajectory is attributed to the burgeoning middle-class population in the region, driving a surge in demand for premium facial care products. The diverse array of ethnicities and skin types prevalent in Asia Pacific has contributed to a plethora of skin concerns among consumers, further fueling the demand for specialized skincare solutions.

Major market player included in this report are:

L'Oréal S.A.

Galderma S.A.

Amorepacific Group Inc.

KOS? Corporation

Clarins Inc.

Unilever plc

Shiseido Company Limited

Beiersdorf AG

Est?e Lauder Companies Inc.

Revlon Inc.

Recent Developments in the Market:

In February 2023, Shiseido Asia Pacific forged a strategic distribution partnership with Global SS Beauty Brands Limited, a subsidiary of Shoppers Stop, a leading fashion and beauty retail chain in India. This collaborative endeavor is designed to amplify Shiseido's footprint in the Indian market by extending its brand penetration and accessibility across the region.

In January 2023, Kos? Corporation unveiled a strategic collaboration with Aman Group SARL, a multinational hospitality enterprise headquartered in Switzerland. This partnership entails the development of a novel skincare line under an Original Equipment Manufacturer (OEM) contract.

Global Facial 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 - Type, Form, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Anti-Aging Serums

Skin Brightening Serums

Acne Fighting Serums

Hydrating Face Serums

Exfoliating Face Serums

Others

By Form:

Oil Based

Gel Based

Water Based

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Drugstores & Pharmacies

Specialty Beauty Stores

Online Retailers

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

Rest of the World

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