

# **Global Organic Personal Care Market Size study, By Product Type (Skin Care, Hair Care, Oral Care, Makeup Cosmetics) and by Distribution Channel (Retail Sale, Online Sale), and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Organic Personal Care Market is valued approximately at USD 14.96 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 9.8% over the forecast period 2020-2027. Personal care and cosmetics are mixtures of chemical compounds or herbal ingredients, intended to improve the physical look or are used for personal grooming. Natural personal care and cosmetic products consist primarily of plant ingredients and do not contain additives that are potentially harmful to an individual's wellbeing, such as parabens, phthalates, aluminum salts and petrochemicals. Growing awareness about beauty and wellness are prime factors that support the growth of the industry. Moreover, operational players in the industry have been placing various efforts into launching multiple products in the market, thus supplementing the business growth. Stringent government legislation particularly in developing countries have imposed the companies operating in personal care and cosmetics industry to implement organic products over chemical products. As a result, operating firms have produced organic personal care and cosmetics products, thus increasing increased use of organic personal care and cosmetics in the recent past. The growth of the organic personal care and cosmetics industry is powered by growing awareness of personal image and general health awareness. Moreover, people are now becoming more aware about animal rights by rejecting personal care goods that killed any livestock, which has deeply affected the purchasing patterns of customers. The growth of the demand for natural and organic personal care goods is being fueled by the rising number of health-conscious customers. For instance, in 2018, L'Oréal Professional launched a new range of 100 percent plant-based and vegan salon hair dyes called Botana place in Western Europe. It is made up of three major elements,

such as henna leaves, cassia leaves, and indigo leaves. With the introduction of this hair dye, L'Oréal Professional highlights the best combination of scientific research and nature, enabling the creation of a huge palette of shades to tailor the consumer requirements. Moreover, many of the existing brands such as L'Oreal, Unilever, and Lush Cosmetics are massively focused on the effect of packaging, sales of personal care products, and consumers' feelings on these aspects. Consumers expect recycled, recyclable, and lightweight packaging for their personal care items to promote sustainability. Meanwhile, packaging manufacturers are exploring new alternatives to invest in technologies and goods that are eco-friendly. However, organic cosmetics work less quickly than conventional products. In addition, some natural products can trigger allergic reactions.

The regional analysis of global Organic Personal Care Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America was the leading market in 2018 and is projected to maintain its domination over the forecast period. Rising use in Mexico is anticipated to have a favorable consumer influence due to growing awareness of the favorable benefits of natural ingredients such as turmeric and neem. Over the projected timeframe, favorable regulatory support in Mexico to promote new domestic investment is expected to open up new avenues.

Major market player included in this report are:

Aveda Corporation

The Body Shop International PLC

Burt's Bees

The Estée Lauder Companies Inc.

The Hain Celestial Group

Yves Rocher

Amway Corporation

Bare Escentuals Beauty, Inc.

Arbonne International LLC

Kiehl's

Natura Cosméticos S.A.

L'Occitane en Provence

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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:

By Product Type:

Skin Care

Hair Care

Oral Care

Makeup Cosmetics

By Distribution Channel:

Retail Sale

Online Sale

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

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Organic Personal Care Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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