

# Global Exfoliant Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Exfoliants are skincare products designed to remove dead skin cells from the skin's surface, revealing smoother and brighter skin. They can be physical (scrubs) or chemical (acids), catering to different skin types and concerns. The global exfoliant market was valued at approximately \$600 million in 2023, with a projected Compound Annual Growth Rate (CAGR) of 6.5% from 2024 to 2032.

Several key factors are driving the growth of the exfoliant market. Firstly, the increasing consumer focus on skincare routines and self-care practices has boosted the demand for exfoliants. Secondly, the rise in disposable income levels, especially in emerging markets, has made skincare products more accessible to a larger consumer base. Additionally, the growing awareness of the benefits of exfoliation in addressing skin issues such as acne, hyperpigmentation, and aging signs has further fueled market growth.

Market trends indicate a shift towards sustainable and natural exfoliant products. Consumers are increasingly seeking environmentally friendly options, leading to the rise of biodegradable exfoliants made from ingredients like sugar, salt, and fruit enzymes. Brands are also incorporating innovative technologies such as microencapsulation to enhance product efficacy and user experience.

In terms of regional market distribution, North America and Europe currently lead the exfoliant market due to high skincare awareness and disposable income levels. However, the Asia-Pacific region is expected to witness significant growth due to the expanding beauty industry, rising urbanization, and increasing adoption of skincare

regimens in countries like China, Japan, and South Korea.

Despite the positive outlook, the exfoliant market faces challenges such as regulatory hurdles concerning the use of certain exfoliating ingredients, intense competition among established brands, and the need for continuous product innovation to meet evolving consumer preferences. To stay competitive, companies should focus on developing sustainable formulations, expanding their product lines to cater to diverse skin concerns, and leveraging digital marketing strategies to reach a wider audience.

This report provides a deep insight into the global Exfoliant market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Exfoliant Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Exfoliant market in any manner.

### Global Exfoliant Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

### Nu Skin

The Skincare Company

Supergo Company

Sisley Paris

Paula's Choice

Facetheory

Nip and Fab

Clear Skin Days

Procoal

Murad

The Sunscreen Company

pk24

Jojoba

Catherine Hinds

Market Segmentation (by Type)

Physical Peeling

Chemotype

Biotype

Market Segmentation (by Application)

Cosmetics Industry

Pharmaceutical Industry

Other

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Exfoliant Market

Overview of the regional outlook of the Exfoliant Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the

years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Exfoliant Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Exfoliant

#### 1.2 Key Market Segments

##### 1.2.1 Exfoliant Segment by Type

##### 1.2.2 Exfoliant Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 EXFOLIANT MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Exfoliant Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global Exfoliant Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

#### 2.4 Macroeconomic Analysis

### **3 EXFOLIANT MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Exfoliant Sales by Manufacturers (2019-2024)

#### 3.2 Global Exfoliant Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Exfoliant Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Exfoliant Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Exfoliant Sales Sites, Area Served, Product Type

#### 3.6 Exfoliant Market Competitive Situation and Trends

##### 3.6.1 Exfoliant Market Concentration Rate

##### 3.6.2 Global 5 and 10 Largest Exfoliant Players Market Share by Revenue

##### 3.6.3 Mergers & Acquisitions, Expansion

### **4 EXFOLIANT INDUSTRY CHAIN ANALYSIS**

#### 4.1 Exfoliant Industry Chain Analysis



4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF EXFOLIANT MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 EXFOLIANT MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Exfoliant Sales Market Share by Type (2019-2024)

6.3 Global Exfoliant Market Size Market Share by Type (2019-2024)

6.4 Global Exfoliant Price by Type (2019-2024)

## **7 EXFOLIANT MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Exfoliant Market Sales by Application (2019-2024)

7.3 Global Exfoliant Market Size (M USD) by Application (2019-2024)

7.4 Global Exfoliant Sales Growth Rate by Application (2019-2024)

## **8 EXFOLIANT MARKET SALES BY REGION**

8.1 Global Exfoliant Sales by Region

8.1.1 Global Exfoliant Sales by Region

8.1.2 Global Exfoliant Sales Market Share by Region

8.2 Global Exfoliant Market Size by Region

8.2.1 Global Exfoliant Market Size by Region

8.2.2 Global Exfoliant Market Size Market Share by Region

## 8.3 North America

### 8.3.1 North America Exfoliant Sales by Country

### 8.3.2 North America Exfoliant Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Exfoliant Sales by Country

### 8.4.2 Europe Exfoliant Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Russia Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Exfoliant Sales by Region

### 8.5.2 China

### 8.5.3 Japan

### 8.5.4 South Korea

### 8.5.5 India

### 8.5.6 Southeast Asia

## 8.6 Asia Pacific

### 8.6.1 Asia Pacific Exfoliant Market Size by Region

### 8.6.2 Asia Pacific Exfoliant Market Size by Region

### 8.6.3 China

### 8.6.4 Japan

### 8.6.5 South Korea

### 8.6.6 India

### 8.6.7 Southeast Asia

## 8.7 South America

### 8.7.1 South America Exfoliant Sales by Country

### 8.7.2 South America Exfoliant Market Size by Country

### 8.7.3 Brazil

### 8.7.4 Argentina

### 8.7.5 Columbia

## 8.8 Middle East and Africa

### 8.8.1 Middle East and Africa Exfoliant Sales by Region

### 8.8.2 Middle East and Africa Exfoliant Market Size by Region

### 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

## **9 EXFOLIANT MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Exfoliant by Region (2019-2024)
- 9.2 Global Exfoliant Revenue Market Share by Region (2019-2024)
- 9.3 Global Exfoliant Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Exfoliant Production
  - 9.4.1 North America Exfoliant Production Growth Rate (2019-2024)
  - 9.4.2 North America Exfoliant Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Exfoliant Production
  - 9.5.1 Europe Exfoliant Production Growth Rate (2019-2024)
  - 9.5.2 Europe Exfoliant Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Exfoliant Production (2019-2024)
  - 9.6.1 Japan Exfoliant Production Growth Rate (2019-2024)
  - 9.6.2 Japan Exfoliant Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Exfoliant Production (2019-2024)
  - 9.7.1 China Exfoliant Production Growth Rate (2019-2024)
  - 9.7.2 China Exfoliant Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

- 10.1 Nu Skin
  - 10.1.1 Nu Skin Exfoliant Basic Information
  - 10.1.2 Nu Skin Exfoliant Product Overview
  - 10.1.3 Nu Skin Exfoliant Product Market Performance
  - 10.1.4 Nu Skin Business Overview
  - 10.1.5 Nu Skin Exfoliant SWOT Analysis
  - 10.1.6 Nu Skin Recent Developments
- 10.2 The Skincare Company
  - 10.2.1 The Skincare Company Exfoliant Basic Information
  - 10.2.2 The Skincare Company Exfoliant Product Overview
  - 10.2.3 The Skincare Company Exfoliant Product Market Performance
  - 10.2.4 The Skincare Company Business Overview
  - 10.2.5 The Skincare Company Exfoliant SWOT Analysis

- 10.2.6 The Skincare Company Recent Developments
- 10.3 Supergo Company
  - 10.3.1 Supergo Company Exfoliant Basic Information
  - 10.3.2 Supergo Company Exfoliant Product Overview
  - 10.3.3 Supergo Company Exfoliant Product Market Performance
  - 10.3.4 Supergo Company Exfoliant SWOT Analysis
  - 10.3.5 Supergo Company Business Overview
  - 10.3.6 Supergo Company Recent Developments
- 10.4 Sisley Paris
  - 10.4.1 Sisley Paris Exfoliant Basic Information
  - 10.4.2 Sisley Paris Exfoliant Product Overview
  - 10.4.3 Sisley Paris Exfoliant Product Market Performance
  - 10.4.4 Sisley Paris Business Overview
  - 10.4.5 Sisley Paris Recent Developments
- 10.5 Paula's Choice
  - 10.5.1 Paula's Choice Exfoliant Basic Information
  - 10.5.2 Paula's Choice Exfoliant Product Overview
  - 10.5.3 Paula's Choice Exfoliant Product Market Performance
  - 10.5.4 Paula's Choice Business Overview
  - 10.5.5 Paula's Choice Recent Developments
- 10.6 Facetheory
  - 10.6.1 Facetheory Exfoliant Basic Information
  - 10.6.2 Facetheory Exfoliant Product Overview
  - 10.6.3 Facetheory Exfoliant Product Market Performance
  - 10.6.4 Facetheory Business Overview
  - 10.6.5 Facetheory Recent Developments
- 10.7 Nip and Fab
  - 10.7.1 Nip and Fab Exfoliant Basic Information
  - 10.7.2 Nip and Fab Exfoliant Product Overview
  - 10.7.3 Nip and Fab Exfoliant Product Market Performance
  - 10.7.4 Nip and Fab Business Overview
  - 10.7.5 Nip and Fab Recent Developments
- 10.8 Clear Skin Days
  - 10.8.1 Clear Skin Days Exfoliant Basic Information
  - 10.8.2 Clear Skin Days Exfoliant Product Overview
  - 10.8.3 Clear Skin Days Exfoliant Product Market Performance
  - 10.8.4 Clear Skin Days Business Overview
  - 10.8.5 Clear Skin Days Recent Developments
- 10.9 Procoal

- 10.9.1 Procoal Exfoliant Basic Information
- 10.9.2 Procoal Exfoliant Product Overview
- 10.9.3 Procoal Exfoliant Product Market Performance
- 10.9.4 Procoal Business Overview
- 10.9.5 Procoal Recent Developments
- 10.10 Murad
  - 10.10.1 Murad Exfoliant Basic Information
  - 10.10.2 Murad Exfoliant Product Overview
  - 10.10.3 Murad Exfoliant Product Market Performance
  - 10.10.4 Murad Business Overview
  - 10.10.5 Murad Recent Developments
- 10.11 The Sunscreen Company
  - 10.11.1 The Sunscreen Company Exfoliant Basic Information
  - 10.11.2 The Sunscreen Company Exfoliant Product Overview
  - 10.11.3 The Sunscreen Company Exfoliant Product Market Performance
  - 10.11.4 The Sunscreen Company Business Overview
  - 10.11.5 The Sunscreen Company Recent Developments
- 10.12 pk24
  - 10.12.1 pk24 Exfoliant Basic Information
  - 10.12.2 pk24 Exfoliant Product Overview
  - 10.12.3 pk24 Exfoliant Product Market Performance
  - 10.12.4 pk24 Business Overview
  - 10.12.5 pk24 Recent Developments
- 10.13 Jojoba
  - 10.13.1 Jojoba Exfoliant Basic Information
  - 10.13.2 Jojoba Exfoliant Product Overview
  - 10.13.3 Jojoba Exfoliant Product Market Performance
  - 10.13.4 Jojoba Business Overview
  - 10.13.5 Jojoba Recent Developments
- 10.14 Catherine Hinds
  - 10.14.1 Catherine Hinds Exfoliant Basic Information
  - 10.14.2 Catherine Hinds Exfoliant Product Overview
  - 10.14.3 Catherine Hinds Exfoliant Product Market Performance
  - 10.14.4 Catherine Hinds Business Overview
  - 10.14.5 Catherine Hinds Recent Developments

## **11 EXFOLIANT MARKET FORECAST BY REGION**

### **11.1 Global Exfoliant Market Size Forecast**

## 11.2 Global Exfoliant Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Exfoliant Market Size Forecast by Country

11.2.3 Asia Pacific Exfoliant Market Size Forecast by Region

11.2.4 South America Exfoliant Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Exfoliant by Country

## 12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

### 12.1 Global Exfoliant Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Exfoliant by Type (2025-2032)

12.1.2 Global Exfoliant Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Exfoliant by Type (2025-2032)

### 12.2 Global Exfoliant Market Forecast by Application (2025-2032)

12.2.1 Global Exfoliant Sales (K Units) Forecast by Application

12.2.2 Global Exfoliant Market Size (M USD) Forecast by Application (2025-2032)

## 13 CONCLUSION AND KEY FINDINGS

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