

Global Skin Toner Market: Analysis By Type (Treatment Toners, Hydrating Toners, & Exfoliating Toners), By Category (Organic & Conventional), By Distribution Channel (Supermarkets and Hypermarkets, Health and Beauty Stores, Online Retail, Drugstores and Pharmacies Others), By Region Size and Trends with Impact Analysis of COVID-19 and Forecast up to 2029

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Abstracts

The global skin toners market was valued at US\$1.31 billion in 2023. The market value is expected to reach US\$1.73 billion by 2029. Skin toner or simply toner is typically a water-based lotion or tonic that you use after cleansing and before moisturizing. It enhances the skin's surface, giving it a fresher, smoother, and hydrated look. Toner usually comes in liquid form, even though some toners are formulated as gels or mists also. A toner can be applied on its own or as a part of skin care routine as a step in between washing the face and applying facial moisturizers.

Looking ahead, the skin toners market is expected to continue its growth trajectory for several reasons. One notable aspect of the skin toners market is the growing awareness regarding skincare and protection among the millennial population, across the world, in the recent years. Dermatologists have recommended the use of skin toners to combat all kinds of acne and oil skin-related issues. Furthermore, the increasing use of make-up products including sunscreen among both men and women is expected to have a positive impact on the market growth over the next few years. The market is expected to grow at a CAGR of approx. 4.8% during the forecasted period of 2024-2029.

Market Segmentation Analysis:

By Type: The report provides the bifurcation of the global skin toners market into three types: Treatment Toners, Hydrating Toners, and Exfoliating Toners. The treatment toners segment held the highest share of the market. Treatment toners usually contain ingredients such as niacinamide, salicylic acid, glycolic acids, and natural extracts that assist in treating specific skin conditions. Many specialists recommend these skin toners as a means of treating various skin conditions, including acne and pimples, which is in increasing their demand among individuals with acne prone skin. Furthermore, it is anticipated that the rising awareness of skincare products among young generation would accelerate market expansion.

By Category: The global skin toners market has been further analyzed based on the category: Conventional and Organic. The conventional category held the highest share in the market as the products in conventional skin toners are generally chemical-based and are comparatively cheaper as compared to organic counterparts, making it affordable and easily available among consumers. Increasing beauty consciousness among female population, rising skin care awareness in young population along with regular use of conventional toners to protect skin and maintain skin health, are expected to drive revenue growth in this segment.

By Distribution Channel: The report identifies five segments of the global skin toners market on basis of distribution channel: Supermarkets and Hypermarkets, Health and Beauty Stores, Online Retail, Drugstores and Pharmacies and Others. The supermarkets and hypermarkets segment held the largest share of the market in 2023. Supermarkets and hypermarkets offer significant advantages to consumers, such as freedom of selection, lower prices, and high visibility of international brands, which makes them a suitable platform for all customers of all types of skincare products. Moreover, they offer products at discounted prices in comparison to other stores within the same industry. These factors play a vital role in boosting the adoption rate of skin toners.

By Region: In the report, the global skin toners market is divided into five regions: Asia Pacific (China, Japan, South Korea, India, Australia and Rest of the Asia Pacific), Europe (Germany, France, UK, Italy, Russia, and Rest of the Europe), North America (The US, Canada and Mexico), South America and Middle East and Africa. In 2023, the Asia Pacific region led the skin toners market, propelled by vast population of young consumers in countries like India and China along with rising skin care awareness and

increasing income levels. Additionally, companies in the Asia-Pacific region are maintaining their cutting-edge innovation in product development is expected to offer new opportunities are expected to create consumer awareness about skin toners, thus, anticipated to augment the skin toners market growth.

During 2024-2029, the US is forecasted to maintain its lead within North America. Consumers in the US are spending more on cosmetics and personal care products. As a result, their buying habits and patterns are the main elements, directly fueling the adoption of skin toners in the US. The US market is further divided based on the form namely, Fluid and Mist.

Market Dynamics:

Growth Drivers: The global skin toners market growth is predicted to be supported by numerous growth drivers such as increasing beauty consciousness among female population, growing influence of social media, rising income levels, surging preference for organic skincare products, escalating awareness of skincare among all age groups, and many other factors. With increase in the female population worldwide, the concerns about appearance are growing leading to rising demand of skincare products. Furthermore, problems such as pollution and challenging water conditions are blasting the need for such products. A growing number of women are becoming aware of the effects of pollution on the skin. As a result, female customers are more likely to spend money on skincare treatments while they are younger as they aspire to look young and beautiful. Hence, increasing aspiration among the women to look young and beautiful is augmenting the growth of skin toner market, globally.

Challenges: However, the market growth would be negatively impacted by various challenges such as ingredients restrictions & regulatory constraints, product efficacy and misinformation, and threat from counterfeit products, etc.

Trends: The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as surging trend of diversity and inclusivity, accelerating popularity of online shopping and e-commerce platforms, evolving global cosmetics & personal care industry, increasing celebrity endorsements along with availability of innovative and advanced toners, etc. In recent years, there has been a surge in demand for facial toners with added benefits such as anti-aging properties, brightening effects, and pollution protection. Manufacturers are focusing on product innovation to cater to these consumer preferences. Additionally, brands are also introducing facial toner mists with refreshing and cooling properties, aiming to capture the market's interest in multi-

functional and convenient skincare solutions. With the continuous launch of new and effective facial toners, the market is projected to witness promising growth prospects in the coming years.

Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic had an influence on different industries around the world, resulting in travel prohibitions, global lockdown, temporary business closures as well as supply chain and manufacturing disruptions, which in turn had an adverse impact on the sales and marketing efforts of the beauty and personal care industry. Skin toners were not classified as essential products by governments in several countries, which compelled manufacturers to halt the production of these products. However, the pandemic triggered a digital transformation across many industries, including cosmetic and personal care products. In 2021, various economies resumed operations as governments announced relaxations of previously imposed restrictions, which boosted the global marketplace. Moreover, manufacturers were permitted to operate at full capacities, which helped them overcome the demand and supply gaps and other repercussions.

Competitive Landscape:

The global skin toners market is extremely competitive and consists of various global and regional players. Major players in the market are increasingly focusing on expanding their market share by adopting various key development strategies including smart mergers and acquisitions, collaborations & strategic partnerships. The key players in the global skin toners market are:

Estee Lauder Companies Inc.
The Procter & Gamble Company
L'Oréal S.A.
Shiseido Company Limited
Johnson & Johnson
The Clorox Company (Burt's Bees, Inc.)
Kose Corporation
Unilever PLC
Kao Corporation
Coty Inc.
The Body Shop International Ltd.
Lush Retail Ltd.

Dickinson Brands Inc.

They are also investing in research & development to launch innovative, certified organic, cruelty-free, and vegan products to meet the changing requirements of consumers. For instance, in February 2023, Australian-based Sand & Sky, a developer of skincare and cosmetic products, released their most recent Marshmallow Toner. Its multifunctional strategy fits nicely with the growing trend of customers looking for effective skincare products. If customers like this product, rivals can be inspired to develop and add comparable characteristics to their formulas.

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