

# Global Body Lotion Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/BB76A24622E3EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: BB76A24622E3EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Body Lotion market size will reach 19,014 Million USD in 2025 and is projected to reach 26,489 Million USD by 2032, with a CAGR of 4.85% (2025-2032). Notably, the China Body Lotion market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Body lotion is a cosmetic product designed to moisturize and nourish the skin on the body. It is formulated with a combination of ingredients, such as emollients, humectants, and occlusives, to help replenish and retain the skin's natural moisture. Body lotion is typically applied to clean, dry skin, and it is massaged into the skin until fully absorbed. It helps to hydrate and soften the skin, making it feel smoother and more supple. Body lotions come in various formulations, including scented and unscented options, and may contain additional ingredients such as vitamins, botanical extracts, or sunscreen for added benefits. Regular use of body lotion can help improve the overall condition and appearance of the skin, providing essential hydration and protection against dryness and environmental stressors. It is commonly used as part of a skincare routine to maintain healthy and well-hydrated skin.

The major global manufacturers of Body Lotion include Unilever, L'Oréal, Procter & Gamble, Johnson & Johnson, Shiseido Company, Beiersdorf, Avon Products, Kao Corporation, Clarins, Amore Pacific Group, The Estee Lauder Companies, Cavinkare, Cetaphil, Hain Celestial Group, etc. The global players competition landscape in this

report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Body Lotion. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Body Lotion market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Body Lotion market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Body Lotion industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Body Lotion Include:

Unilever

L'Oréal

Procter & Gamble

Johnson & Johnson

Shiseido Company

Beiersdorf

Avon Products

Kao Corporation

Clarins

Amore Pacific Group

The Estee Lauder Companies

Cavinkare

Cetaphil

Hain Celestial Group

Body Lotion Product Segment Include:

Dry Skin Body Lotion

Oily Skin Body Lotion

Normal Skin Body Lotion

Others

Body Lotion Product Application Include:

Online Sales

Offline Sales

## **Chapter Scope**

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