

Global Beauty and Personal Care Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Beauty and Personal Care market size was valued at US\$ 560430 million in 2025 and is forecast to a readjusted size of US\$ 763522 million by 2032 with a CAGR of 5.1% during review period.

Beauty and personal care is consumer products used in personal hygiene and for beautification. Beauty and personal care includes products as diverse as facial cleansing, cotton pads, deodorant, eye liner, facial tissue, hair clippers, lip gloss, lipstick, lip balm, lotion, makeup, hand soap, facial cleanser, body wash, nail files, pomade, perfumes, shaving cream, moisturizer, toothpaste, shampoo.

Market Drivers

1. Demographic & Social Forces

Generation Z and Millennials now dominate consumer spending, prioritizing skiminalism (minimalist, multi-functional products), authenticity, and gender-neutral offerings. The male grooming segment is expanding rapidly (9.3% CAGR), fueled by destigmatization and premiumization. Simultaneously, an aging global population is increasing demand for scientifically-backed anti-aging and longevity-focused solutions, while urbanization drives need for pollution-protection and convenience-oriented products.

2. Digital Transformation & E-commerce

Social commerce (TikTok Shop, Instagram Shopping) has revolutionized discovery,

enabling viral product cycles and direct-to-consumer engagement. Augmented Reality (AR) virtual try-ons and AI-powered skincare diagnostics personalize the shopping experience, reducing barriers and increasing conversion. The rise of influencer and creator economies has democratized brand building, while subscription models and auto-replenishment ensure recurring revenue streams.

3. Scientific Advancements & Personalization

Biotech innovation is leading to bioactive ingredients, fermented actives, and microbiome-friendly formulations. Personalization reaches new heights with DNA-based skincare, at-home diagnostic devices, and customized hair care regimens. The health-beauty convergence ('Beauty from Within') expands the market into nutricosmetics, ingestible collagen, and supplements targeting skin, hair, and nail health.

This report is a detailed and comprehensive analysis for global Beauty and Personal Care market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Beauty and Personal Care market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Beauty and Personal Care market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Beauty and Personal Care market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Beauty and Personal Care market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Beauty and Personal Care

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Beauty and Personal Care market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include L?Oreal, Unilever, Procter & Gamble, Estee Lauder, Shiseido, Beiersdorf, Amore Pacific, Avon, Johnson & Johnson, Kao, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Beauty and Personal Care market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Skin Care

Hair Care

Oral Care

Color Cosmetics and Makeup

Fragrances and Deodorants

Soaps and Shower Gel

Sun Care Products

Others

Market segment by Price Level

Mass Market

Luxury Goods

Market segment by Sales Channel

Offline

Online

Market segment by Application

Hypermarkets and Retail Chains

Specialty Stores

Pharmacies

E-Commerce

Market segment by players, this report covers

L?Oreal

Unilever

Procter & Gamble

Estee Lauder

Shiseido

Beiersdorf

Amore Pacific

Avon

Johnson & Johnson

Kao

Chanel

LVMH

Coty

Clarins

Natura Cosméticos

Revlon

Pechoin

JALA Group

Shanghai Jawha

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Beauty and Personal Care product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Beauty and Personal Care, with revenue, gross margin, and global market share of Beauty and Personal Care from 2021 to 2026.

Chapter 3, the Beauty and Personal Care competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Beauty and Personal Care market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Beauty and Personal Care.

Chapter 13, to describe Beauty and Personal Care research findings and conclusion.

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