

Global Micellar Water Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Micellar Water market size is expected to reach \$ 5907 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

Micellar water is a skincare product composed of purified water, skin-friendly moisturizers, and mild surfactants. Its core principle lies in the ability of surfactants to spontaneously form tiny 'micelles' in water?structures whose oil-loving ends attract and encapsulate facial makeup, oils, and impurities like magnets, while their water-loving ends ensure that these impurities can be removed without requiring a second rinse. The upstream supply chain primarily consists of suppliers for surfactants, humectants, plant extracts, preservative systems, as well as plastic bottles and pump components; the midstream includes cosmetic research and manufacturing companies; and the downstream distribution channels cover large supermarkets, drugstores, specialty beauty retailers, and e-commerce platforms. Globally, the average unit price of this niche market stands at \$12.60, with total global sales projected to reach 294 million bottles by 2025. Global production capacity is estimated at approximately 380 million bottles, and the industry's average net profit margin remains stable between 18.4% and 22.6%.

The future core trend of micellar cleansing water lies in the deep integration of 'skincare-oriented' formulations with clean beauty. Products will go beyond basic cleansing by incorporating a high concentration of soothing and reparative ingredients such as probiotics, centella asiatica, and ceramides to meet the needs of sensitive skin. The key drivers behind market growth stem from global consumers' pursuit of efficient, streamlined skincare routines, as well as the convenience offered by the 'no-rinse' feature in fast-paced lifestyles and outdoor travel scenarios. Additionally, the growing adoption of sustainable packaging is emerging as a new engine for brand

premiumization and market expansion.

This report studies the global Micellar Water production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Micellar Water and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Micellar Water that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Micellar Water total production and demand, 2021-2032, (K Units)

Global Micellar Water total production value, 2021-2032, (USD Million)

Global Micellar Water production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Micellar Water consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Micellar Water domestic production, consumption, key domestic manufacturers and share

Global Micellar Water production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Micellar Water production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Micellar Water production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Micellar Water market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NAOS, L'Oréal, Johnson & Johnson, Beiersdorf, Unilever, Pierre Fabre, La Roche-Posay, Estée Lauder, Procter & Gamble, Caudalie, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Micellar Water market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Micellar Water Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Micellar Water Market, Segmentation by Type:

Hydrating and Moisturizing

Soothing for Sensitive Skin

Deep Cleansing for Heavy Makeup

Oil Control and Mattifying

Global Micellar Water Market, Segmentation by Application Area:

Full Face Cleansing

Specialized Eye and Lip

Global Micellar Water Market, Segmentation by Packaging Type:

Standard Bottle

Travel Size Mini

Press Pump Container

Global Micellar Water Market, Segmentation by Application:

Hypermarkets and Supermarkets

Pharmacies and Drugstores

Specialty Beauty Stores

E-commerce Platforms

Professional Beauty Salons

Companies Profiled:

NAOS

L'Oréal

Johnson & Johnson

Beiersdorf

Unilever

Pierre Fabre

La Roche-Posay

Est?e Lauder

Procter & Gamble

Caudalie

Mandom

Kao

Proya

Winona

Bloomage Biotech

CHANDO Group

Perfect Diary

Pechoin

Dr.Ci:Labo

Vichy

Key Questions Answered:

1. How big is the global Micellar Water market?
2. What is the demand of the global Micellar Water market?
3. What is the year over year growth of the global Micellar Water market?
4. What is the production and production value of the global Micellar Water market?
5. Who are the key producers in the global Micellar Water market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Micellar Water Introduction
- 1.2 World Micellar Water Supply & Forecast
 - 1.2.1 World Micellar Water Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Micellar Water Production (2021-2032)
 - 1.2.3 World Micellar Water Pricing Trends (2021-2032)
- 1.3 World Micellar Water Production by Region (Based on Production Site)
 - 1.3.1 World Micellar Water Production Value by Region (2021-2032)
 - 1.3.2 World Micellar Water Production by Region (2021-2032)
 - 1.3.3 World Micellar Water Average Price by Region (2021-2032)
 - 1.3.4 North America Micellar Water Production (2021-2032)
 - 1.3.5 Europe Micellar Water Production (2021-2032)
 - 1.3.6 China Micellar Water Production (2021-2032)
 - 1.3.7 Japan Micellar Water Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Micellar Water Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Micellar Water Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Micellar Water Demand (2021-2032)
- 2.2 World Micellar Water Consumption by Region
 - 2.2.1 World Micellar Water Consumption by Region (2021-2026)
 - 2.2.2 World Micellar Water Consumption Forecast by Region (2027-2032)
- 2.3 United States Micellar Water Consumption (2021-2032)
- 2.4 China Micellar Water Consumption (2021-2032)
- 2.5 Europe Micellar Water Consumption (2021-2032)
- 2.6 Japan Micellar Water Consumption (2021-2032)
- 2.7 South Korea Micellar Water Consumption (2021-2032)
- 2.8 ASEAN Micellar Water Consumption (2021-2032)
- 2.9 India Micellar Water Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Micellar Water Production Value by Manufacturer (2021-2026)

- 3.2 World Micellar Water Production by Manufacturer (2021-2026)
- 3.3 World Micellar Water Average Price by Manufacturer (2021-2026)
- 3.4 Micellar Water Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Micellar Water Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Micellar Water in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Micellar Water in 2025
- 3.6 Micellar Water Market: Overall Company Footprint Analysis
 - 3.6.1 Micellar Water Market: Region Footprint
 - 3.6.2 Micellar Water Market: Company Product Type Footprint
 - 3.6.3 Micellar Water Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Micellar Water Production Value Comparison
 - 4.1.1 United States VS China: Micellar Water Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Micellar Water Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Micellar Water Production Comparison
 - 4.2.1 United States VS China: Micellar Water Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Micellar Water Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Micellar Water Consumption Comparison
 - 4.3.1 United States VS China: Micellar Water Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Micellar Water Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Micellar Water Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Micellar Water Manufacturers, Headquarters and Production Site (States, Country)
 - 4.4.2 United States Based Manufacturers Micellar Water Production Value

(2021-2026)

4.4.3 United States Based Manufacturers Micellar Water Production (2021-2026)

4.5 China Based Micellar Water Manufacturers and Market Share

4.5.1 China Based Micellar Water Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Micellar Water Production Value (2021-2026)

4.5.3 China Based Manufacturers Micellar Water Production (2021-2026)

4.6 Rest of World Based Micellar Water Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Micellar Water Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Micellar Water Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Micellar Water Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Micellar Water Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Hydrating and Moisturizing

5.2.2 Soothing for Sensitive Skin

5.2.3 Deep Cleansing for Heavy Makeup

5.2.4 Oil Control and Mattifying

5.3 Market Segment by Type

5.3.1 World Micellar Water Production by Type (2021-2032)

5.3.2 World Micellar Water Production Value by Type (2021-2032)

5.3.3 World Micellar Water Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY APPLICATION AREA

6.1 World Micellar Water Market Size Overview by Application Area: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application Area

6.2.1 Full Face Cleansing

6.2.2 Specialized Eye and Lip

6.3 Market Segment by Application Area

6.3.1 World Micellar Water Production by Application Area (2021-2032)

6.3.2 World Micellar Water Production Value by Application Area (2021-2032)

6.3.3 World Micellar Water Average Price by Application Area (2021-2032)

7 MARKET ANALYSIS BY PACKAGING TYPE

7.1 World Micellar Water Market Size Overview by Packaging Type: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Packaging Type

7.2.1 Standard Bottle

7.2.2 Travel Size Mini

7.2.3 Press Pump Container

7.3 Market Segment by Packaging Type

7.3.1 World Micellar Water Production by Packaging Type (2021-2032)

7.3.2 World Micellar Water Production Value by Packaging Type (2021-2032)

7.3.3 World Micellar Water Average Price by Packaging Type (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Micellar Water Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Hypermarkets and Supermarkets

8.2.2 Pharmacies and Drugstores

8.2.3 Specialty Beauty Stores

8.2.4 E-commerce Platforms

8.2.5 Professional Beauty Salons

8.3 Market Segment by Application

8.3.1 World Micellar Water Production by Application (2021-2032)

8.3.2 World Micellar Water Production Value by Application (2021-2032)

8.3.3 World Micellar Water Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 NAOS

9.1.1 NAOS Details

9.1.2 NAOS Major Business

9.1.3 NAOS Micellar Water Product and Services

9.1.4 NAOS Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 NAOS Recent Developments/Updates

9.1.6 NAOS Competitive Strengths & Weaknesses

9.2 L'Oréal

9.2.1 L'Oréal Details

- 9.2.2 L'Oréal Major Business
- 9.2.3 L'Oréal Micellar Water Product and Services
- 9.2.4 L'Oréal Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.2.5 L'Oréal Recent Developments/Updates
- 9.2.6 L'Oréal Competitive Strengths & Weaknesses
- 9.3 Johnson & Johnson
 - 9.3.1 Johnson & Johnson Details
 - 9.3.2 Johnson & Johnson Major Business
 - 9.3.3 Johnson & Johnson Micellar Water Product and Services
 - 9.3.4 Johnson & Johnson Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Johnson & Johnson Recent Developments/Updates
 - 9.3.6 Johnson & Johnson Competitive Strengths & Weaknesses
- 9.4 Beiersdorf
 - 9.4.1 Beiersdorf Details
 - 9.4.2 Beiersdorf Major Business
 - 9.4.3 Beiersdorf Micellar Water Product and Services
 - 9.4.4 Beiersdorf Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Beiersdorf Recent Developments/Updates
 - 9.4.6 Beiersdorf Competitive Strengths & Weaknesses
- 9.5 Unilever
 - 9.5.1 Unilever Details
 - 9.5.2 Unilever Major Business
 - 9.5.3 Unilever Micellar Water Product and Services
 - 9.5.4 Unilever Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Unilever Recent Developments/Updates
 - 9.5.6 Unilever Competitive Strengths & Weaknesses
- 9.6 Pierre Fabre
 - 9.6.1 Pierre Fabre Details
 - 9.6.2 Pierre Fabre Major Business
 - 9.6.3 Pierre Fabre Micellar Water Product and Services
 - 9.6.4 Pierre Fabre Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Pierre Fabre Recent Developments/Updates
 - 9.6.6 Pierre Fabre Competitive Strengths & Weaknesses
- 9.7 La Roche-Posay

- 9.7.1 La Roche-Posay Details
- 9.7.2 La Roche-Posay Major Business
- 9.7.3 La Roche-Posay Micellar Water Product and Services
- 9.7.4 La Roche-Posay Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.7.5 La Roche-Posay Recent Developments/Updates
- 9.7.6 La Roche-Posay Competitive Strengths & Weaknesses
- 9.8 Est?e Lauder
 - 9.8.1 Est?e Lauder Details
 - 9.8.2 Est?e Lauder Major Business
 - 9.8.3 Est?e Lauder Micellar Water Product and Services
 - 9.8.4 Est?e Lauder Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Est?e Lauder Recent Developments/Updates
 - 9.8.6 Est?e Lauder Competitive Strengths & Weaknesses
- 9.9 Procter & Gamble
 - 9.9.1 Procter & Gamble Details
 - 9.9.2 Procter & Gamble Major Business
 - 9.9.3 Procter & Gamble Micellar Water Product and Services
 - 9.9.4 Procter & Gamble Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Procter & Gamble Recent Developments/Updates
 - 9.9.6 Procter & Gamble Competitive Strengths & Weaknesses
- 9.10 Caudalie
 - 9.10.1 Caudalie Details
 - 9.10.2 Caudalie Major Business
 - 9.10.3 Caudalie Micellar Water Product and Services
 - 9.10.4 Caudalie Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Caudalie Recent Developments/Updates
 - 9.10.6 Caudalie Competitive Strengths & Weaknesses
- 9.11 Mandom
 - 9.11.1 Mandom Details
 - 9.11.2 Mandom Major Business
 - 9.11.3 Mandom Micellar Water Product and Services
 - 9.11.4 Mandom Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Mandom Recent Developments/Updates
 - 9.11.6 Mandom Competitive Strengths & Weaknesses

9.12 Kao

9.12.1 Kao Details

9.12.2 Kao Major Business

9.12.3 Kao Micellar Water Product and Services

9.12.4 Kao Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 Kao Recent Developments/Updates

9.12.6 Kao Competitive Strengths & Weaknesses

9.13 Proya

9.13.1 Proya Details

9.13.2 Proya Major Business

9.13.3 Proya Micellar Water Product and Services

9.13.4 Proya Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 Proya Recent Developments/Updates

9.13.6 Proya Competitive Strengths & Weaknesses

9.14 Winona

9.14.1 Winona Details

9.14.2 Winona Major Business

9.14.3 Winona Micellar Water Product and Services

9.14.4 Winona Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Winona Recent Developments/Updates

9.14.6 Winona Competitive Strengths & Weaknesses

9.15 Bloomage Biotech

9.15.1 Bloomage Biotech Details

9.15.2 Bloomage Biotech Major Business

9.15.3 Bloomage Biotech Micellar Water Product and Services

9.15.4 Bloomage Biotech Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.15.5 Bloomage Biotech Recent Developments/Updates

9.15.6 Bloomage Biotech Competitive Strengths & Weaknesses

9.16 CHANDO Group

9.16.1 CHANDO Group Details

9.16.2 CHANDO Group Major Business

9.16.3 CHANDO Group Micellar Water Product and Services

9.16.4 CHANDO Group Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 CHANDO Group Recent Developments/Updates

9.16.6 CHANDO Group Competitive Strengths & Weaknesses

9.17 Perfect Diary

9.17.1 Perfect Diary Details

9.17.2 Perfect Diary Major Business

9.17.3 Perfect Diary Micellar Water Product and Services

9.17.4 Perfect Diary Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.17.5 Perfect Diary Recent Developments/Updates

9.17.6 Perfect Diary Competitive Strengths & Weaknesses

9.18 Pechoin

9.18.1 Pechoin Details

9.18.2 Pechoin Major Business

9.18.3 Pechoin Micellar Water Product and Services

9.18.4 Pechoin Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.18.5 Pechoin Recent Developments/Updates

9.18.6 Pechoin Competitive Strengths & Weaknesses

9.19 Dr.Ci:Labo

9.19.1 Dr.Ci:Labo Details

9.19.2 Dr.Ci:Labo Major Business

9.19.3 Dr.Ci:Labo Micellar Water Product and Services

9.19.4 Dr.Ci:Labo Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.19.5 Dr.Ci:Labo Recent Developments/Updates

9.19.6 Dr.Ci:Labo Competitive Strengths & Weaknesses

9.20 Vichy

9.20.1 Vichy Details

9.20.2 Vichy Major Business

9.20.3 Vichy Micellar Water Product and Services

9.20.4 Vichy Micellar Water Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.20.5 Vichy Recent Developments/Updates

9.20.6 Vichy Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Micellar Water Industry Chain

10.2 Micellar Water Upstream Analysis

10.2.1 Micellar Water Core Raw Materials

- 10.2.2 Main Manufacturers of Micellar Water Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Micellar Water Production Mode
- 10.6 Micellar Water Procurement Model
- 10.7 Micellar Water Industry Sales Model and Sales Channels
 - 10.7.1 Micellar Water Sales Model
 - 10.7.2 Micellar Water Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Micellar Water Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Micellar Water Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Micellar Water Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Micellar Water Production Value Market Share by Region (2021-2026)
- Table 5. World Micellar Water Production Value Market Share by Region (2027-2032)
- Table 6. World Micellar Water Production by Region (2021-2026) & (K Units)
- Table 7. World Micellar Water Production by Region (2027-2032) & (K Units)
- Table 8. World Micellar Water Production Market Share by Region (2021-2026)
- Table 9. World Micellar Water Production Market Share by Region (2027-2032)
- Table 10. World Micellar Water Average Price by Region (2021-2026) & (US\$/Unit)
- Table 11. World Micellar Water Average Price by Region (2027-2032) & (US\$/Unit)
- Table 12. Micellar Water Major Market Trends
- Table 13. World Micellar Water Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
- Table 14. World Micellar Water Consumption by Region (2021-2026) & (K Units)
- Table 15. World Micellar Water Consumption Forecast by Region (2027-2032) & (K Units)
- Table 16. World Micellar Water Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Micellar Water Producers in 2025
- Table 18. World Micellar Water Production by Manufacturer (2021-2026) & (K Units)
- Table 19. Production Market Share of Key Micellar Water Producers in 2025
- Table 20. World Micellar Water Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 21. Global Micellar Water Company Evaluation Quadrant
- Table 22. World Micellar Water Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Micellar Water Production Site of Key Manufacturer
- Table 24. Micellar Water Market: Company Product Type Footprint
- Table 25. Micellar Water Market: Company Product Application Footprint
- Table 26. Micellar Water Competitive Factors
- Table 27. Micellar Water New Entrant and Capacity Expansion Plans
- Table 28. Micellar Water Mergers & Acquisitions Activity
- Table 29. United States VS China Micellar Water Production Value Comparison, (2021

& 2025 & 2032) & (USD Million)

Table 30. United States VS China Micellar Water Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Micellar Water Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Micellar Water Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Micellar Water Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Micellar Water Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Micellar Water Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Micellar Water Production Market Share (2021-2026)

Table 37. China Based Micellar Water Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Micellar Water Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Micellar Water Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Micellar Water Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Micellar Water Production Market Share (2021-2026)

Table 42. Rest of World Based Micellar Water Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Micellar Water Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Micellar Water Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Micellar Water Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Micellar Water Production Market Share (2021-2026)

Table 47. World Micellar Water Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Micellar Water Production by Type (2021-2026) & (K Units)

Table 49. World Micellar Water Production by Type (2027-2032) & (K Units)

Table 50. World Micellar Water Production Value by Type (2021-2026) & (USD Million)

Table 51. World Micellar Water Production Value by Type (2027-2032) & (USD Million)

Table 52. World Micellar Water Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Micellar Water Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Micellar Water Production Value by Application Area, (USD Million),
2021 & 2025 & 2032

Table 55. World Micellar Water Production by Application Area (2021-2026) & (K Units)

Table 56. World Micellar Water Production by Application Area (2027-2032) & (K Units)

Table 57. World Micellar Water Production Value by Application Area (2021-2026) &
(USD Million)

Table 58. World Micellar Water Production Value by Application Area (2027-2032) &
(USD Million)

Table 59. World Micellar Water Average Price by Application Area (2021-2026) &
(US\$/Unit)

Table 60. World Micellar Water Average Price by Application Area (2027-2032) &
(US\$/Unit)

Table 61. World Micellar Water Production Value by Packaging Type, (USD Million),
2021 & 2025 & 2032

Table 62. World Micellar Water Production by Packaging Type (2021-2026) & (K Units)

Table 63. World Micellar Water Production by Packaging Type (2027-2032) & (K Units)

Table 64. World Micellar Water Production Value by Packaging Type (2021-2026) &
(USD Million)

Table 65. World Micellar Water Production Value by Packaging Type (2027-2032) &
(USD Million)

Table 66. World Micellar Water Average Price by Packaging Type (2021-2026) &
(US\$/Unit)

Table 67. World Micellar Water Average Price by Packaging Type (2027-2032) &
(US\$/Unit)

Table 68. World Micellar Water Production Value by Application, (USD Million), 2021 &
2025 & 2032

Table 69. World Micellar Water Production by Application (2021-2026) & (K Units)

Table 70. World Micellar Water Production by Application (2027-2032) & (K Units)

Table 71. World Micellar Water Production Value by Application (2021-2026) & (USD
Million)

Table 72. World Micellar Water Production Value by Application (2027-2032) & (USD
Million)

Table 73. World Micellar Water Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Micellar Water Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. NAOS Basic Information, Manufacturing Base and Competitors

Table 76. NAOS Major Business

Table 77. NAOS Micellar Water Product and Services

Table 78. NAOS Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. NAOS Recent Developments/Updates

Table 80. NAOS Competitive Strengths & Weaknesses

Table 81. L'Oréal Basic Information, Manufacturing Base and Competitors

Table 82. L'Oréal Major Business

Table 83. L'Oréal Micellar Water Product and Services

Table 84. L'Oréal Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. L'Oréal Recent Developments/Updates

Table 86. L'Oréal Competitive Strengths & Weaknesses

Table 87. Johnson & Johnson Basic Information, Manufacturing Base and Competitors

Table 88. Johnson & Johnson Major Business

Table 89. Johnson & Johnson Micellar Water Product and Services

Table 90. Johnson & Johnson Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Johnson & Johnson Recent Developments/Updates

Table 92. Johnson & Johnson Competitive Strengths & Weaknesses

Table 93. Beiersdorf Basic Information, Manufacturing Base and Competitors

Table 94. Beiersdorf Major Business

Table 95. Beiersdorf Micellar Water Product and Services

Table 96. Beiersdorf Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Beiersdorf Recent Developments/Updates

Table 98. Beiersdorf Competitive Strengths & Weaknesses

Table 99. Unilever Basic Information, Manufacturing Base and Competitors

Table 100. Unilever Major Business

Table 101. Unilever Micellar Water Product and Services

Table 102. Unilever Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Unilever Recent Developments/Updates

Table 104. Unilever Competitive Strengths & Weaknesses

Table 105. Pierre Fabre Basic Information, Manufacturing Base and Competitors

Table 106. Pierre Fabre Major Business

Table 107. Pierre Fabre Micellar Water Product and Services

Table 108. Pierre Fabre Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Pierre Fabre Recent Developments/Updates
Table 110. Pierre Fabre Competitive Strengths & Weaknesses
Table 111. La Roche-Posay Basic Information, Manufacturing Base and Competitors
Table 112. La Roche-Posay Major Business
Table 113. La Roche-Posay Micellar Water Product and Services
Table 114. La Roche-Posay Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. La Roche-Posay Recent Developments/Updates
Table 116. La Roche-Posay Competitive Strengths & Weaknesses
Table 117. Est?e Lauder Basic Information, Manufacturing Base and Competitors
Table 118. Est?e Lauder Major Business
Table 119. Est?e Lauder Micellar Water Product and Services
Table 120. Est?e Lauder Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. Est?e Lauder Recent Developments/Updates
Table 122. Est?e Lauder Competitive Strengths & Weaknesses
Table 123. Procter & Gamble Basic Information, Manufacturing Base and Competitors
Table 124. Procter & Gamble Major Business
Table 125. Procter & Gamble Micellar Water Product and Services
Table 126. Procter & Gamble Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. Procter & Gamble Recent Developments/Updates
Table 128. Procter & Gamble Competitive Strengths & Weaknesses
Table 129. Caudalie Basic Information, Manufacturing Base and Competitors
Table 130. Caudalie Major Business
Table 131. Caudalie Micellar Water Product and Services
Table 132. Caudalie Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. Caudalie Recent Developments/Updates
Table 134. Caudalie Competitive Strengths & Weaknesses
Table 135. Mandom Basic Information, Manufacturing Base and Competitors
Table 136. Mandom Major Business
Table 137. Mandom Micellar Water Product and Services
Table 138. Mandom Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. Mandom Recent Developments/Updates
Table 140. Mandom Competitive Strengths & Weaknesses
Table 141. Kao Basic Information, Manufacturing Base and Competitors
Table 142. Kao Major Business

Table 143. Kao Micellar Water Product and Services
Table 144. Kao Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. Kao Recent Developments/Updates
Table 146. Kao Competitive Strengths & Weaknesses
Table 147. Proya Basic Information, Manufacturing Base and Competitors
Table 148. Proya Major Business
Table 149. Proya Micellar Water Product and Services
Table 150. Proya Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. Proya Recent Developments/Updates
Table 152. Proya Competitive Strengths & Weaknesses
Table 153. Winona Basic Information, Manufacturing Base and Competitors
Table 154. Winona Major Business
Table 155. Winona Micellar Water Product and Services
Table 156. Winona Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. Winona Recent Developments/Updates
Table 158. Winona Competitive Strengths & Weaknesses
Table 159. Bloomage Biotech Basic Information, Manufacturing Base and Competitors
Table 160. Bloomage Biotech Major Business
Table 161. Bloomage Biotech Micellar Water Product and Services
Table 162. Bloomage Biotech Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. Bloomage Biotech Recent Developments/Updates
Table 164. Bloomage Biotech Competitive Strengths & Weaknesses
Table 165. CHANDO Group Basic Information, Manufacturing Base and Competitors
Table 166. CHANDO Group Major Business
Table 167. CHANDO Group Micellar Water Product and Services
Table 168. CHANDO Group Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 169. CHANDO Group Recent Developments/Updates
Table 170. CHANDO Group Competitive Strengths & Weaknesses
Table 171. Perfect Diary Basic Information, Manufacturing Base and Competitors
Table 172. Perfect Diary Major Business
Table 173. Perfect Diary Micellar Water Product and Services
Table 174. Perfect Diary Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 175. Perfect Diary Recent Developments/Updates

Table 176. Perfect Diary Competitive Strengths & Weaknesses
Table 177. Pechoin Basic Information, Manufacturing Base and Competitors
Table 178. Pechoin Major Business
Table 179. Pechoin Micellar Water Product and Services
Table 180. Pechoin Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 181. Pechoin Recent Developments/Updates
Table 182. Pechoin Competitive Strengths & Weaknesses
Table 183. Dr.Ci:Labo Basic Information, Manufacturing Base and Competitors
Table 184. Dr.Ci:Labo Major Business
Table 185. Dr.Ci:Labo Micellar Water Product and Services
Table 186. Dr.Ci:Labo Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 187. Dr.Ci:Labo Recent Developments/Updates
Table 188. Dr.Ci:Labo Competitive Strengths & Weaknesses
Table 189. Vichy Basic Information, Manufacturing Base and Competitors
Table 190. Vichy Major Business
Table 191. Vichy Micellar Water Product and Services
Table 192. Vichy Micellar Water Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 193. Vichy Recent Developments/Updates
Table 194. Vichy Competitive Strengths & Weaknesses
Table 195. Global Key Players of Micellar Water Upstream (Raw Materials)
Table 196. Global Micellar Water Typical Customers
Table 197. Micellar Water Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Micellar Water Picture

Figure 2. World Micellar Water Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Micellar Water Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Micellar Water Production (2021-2032) & (K Units)

Figure 5. World Micellar Water Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Micellar Water Production Value Market Share by Region (2021-2032)

Figure 7. World Micellar Water Production Market Share by Region (2021-2032)

Figure 8. North America Micellar Water Production (2021-2032) & (K Units)

Figure 9. Europe Micellar Water Production (2021-2032) & (K Units)

Figure 10. China Micellar Water Production (2021-2032) & (K Units)

Figure 11. Japan Micellar Water Production (2021-2032) & (K Units)

Figure 12. Micellar Water Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Micellar Water Consumption (2021-2032) & (K Units)

Figure 15. World Micellar Water Consumption Market Share by Region (2021-2032)

Figure 16. United States Micellar Water Consumption (2021-2032) & (K Units)

Figure 17. China Micellar Water Consumption (2021-2032) & (K Units)

Figure 18. Europe Micellar Water Consumption (2021-2032) & (K Units)

Figure 19. Japan Micellar Water Consumption (2021-2032) & (K Units)

Figure 20. South Korea Micellar Water Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Micellar Water Consumption (2021-2032) & (K Units)

Figure 22. India Micellar Water Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Micellar Water by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Micellar Water Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Micellar Water Markets in 2025

Figure 26. United States VS China: Micellar Water Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Micellar Water Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Micellar Water Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Micellar Water Production Market Share 2025

Figure 30. China Based Manufacturers Micellar Water Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Micellar Water Production Market Share 2025

Figure 32. World Micellar Water Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Micellar Water Production Value Market Share by Type in 2025

Figure 34. Hydrating and Moisturizing

Figure 35. Soothing for Sensitive Skin

Figure 36. Deep Cleansing for Heavy Makeup

Figure 37. Oil Control and Mattifying

Figure 38. World Micellar Water Production Market Share by Type (2021-2032)

Figure 39. World Micellar Water Production Value Market Share by Type (2021-2032)

Figure 40. World Micellar Water Average Price by Type (2021-2032) & (US\$/Unit)

Figure 41. World Micellar Water Production Value by Application Area, (USD Million), 2021 & 2025 & 2032

Figure 42. World Micellar Water Production Value Market Share by Application Area in 2025

Figure 43. Full Face Cleansing

Figure 44. Specialized Eye and Lip

Figure 45. World Micellar Water Production Market Share by Application Area (2021-2032)

Figure 46. World Micellar Water Production Value Market Share by Application Area (2021-2032)

Figure 47. World Micellar Water Average Price by Application Area (2021-2032) & (US\$/Unit)

Figure 48. World Micellar Water Production Value by Packaging Type, (USD Million), 2021 & 2025 & 2032

Figure 49. World Micellar Water Production Value Market Share by Packaging Type in 2025

Figure 50. Standard Bottle

Figure 51. Travel Size Mini

Figure 52. Press Pump Container

Figure 53. World Micellar Water Production Market Share by Packaging Type (2021-2032)

Figure 54. World Micellar Water Production Value Market Share by Packaging Type (2021-2032)

Figure 55. World Micellar Water Average Price by Packaging Type (2021-2032) &

(US\$/Unit)

Figure 56. World Micellar Water Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 57. World Micellar Water Production Value Market Share by Application in 2025

Figure 58. Hypermarkets and Supermarkets

Figure 59. Pharmacies and Drugstores

Figure 60. Specialty Beauty Stores

Figure 61. E-commerce Platforms

Figure 62. Professional Beauty Salons

Figure 63. World Micellar Water Production Market Share by Application (2021-2032)

Figure 64. World Micellar Water Production Value Market Share by Application (2021-2032)

Figure 65. World Micellar Water Average Price by Application (2021-2032) & (US\$/Unit)

Figure 66. Micellar Water Industry Chain

Figure 67. Micellar Water Procurement Model

Figure 68. Micellar Water Sales Model

Figure 69. Micellar Water Sales Channels, Direct Sales, and Distribution

Figure 70. Methodology

Figure 71. Research Process and Data Source

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