

Global Moisturizers For Oily Skin Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G46F99D6DBAAEN.html>

Date: January 2026

Pages: 193

Price: US\$ 4,480.00 (Single User License)

ID: G46F99D6DBAAEN

Abstracts

The global Moisturizers For Oily Skin market size is expected to reach \$ 1562 million by 2032, rising at a market growth of 3.3% CAGR during the forecast period (2026-2032). Moisturizers for oily skin are lightweight, oil-free formulas (gels, lotions) that hydrate without adding shine or clogging pores, using ingredients like hyaluronic acid, glycerin, niacinamide, and clay to control oil, soothe, and balance skin, keeping it healthy and preventing overproduction of sebum, even if it seems counterintuitive.

In 2025, the global production of moisturizers for oily skin is projected to reach 118 million units, with an average price of \$10.2 per unit. Gross profit margins typically range from 55% to 70%.

The upstream supply chain of oily skin moisturizers mainly includes basic oils and moisturizing ingredients such as hyaluronic acid, glycerin, niacinamide, oil-controlling powders, emulsifiers, preservatives, and packaging materials. The quality and stability of the ingredients and active ingredients in refreshing formulas directly affect product differentiation and cost structure. The downstream is key to realizing industry value, with highly diverse consumption scenarios, primarily covering mass skincare consumers, those with problem oily and acne-prone skin, and some dermatological auxiliary care needs. Sales channels are mainly online e-commerce platforms, social e-commerce, and brand-owned official websites, while maintaining stable penetration in beauty collection stores, pharmacies, dermatology clinics, and large supermarkets.

Downstream consumers are highly sensitive to product choices, focusing on non-greasy, non-comedogenic, balanced oil control and hydration, ingredient safety, and cost-effectiveness. Brand reputation, ingredient transparency, and real-world user feedback significantly influence purchasing decisions. Repurchase rates are high, but brand switching costs are low. Promotional activities and content marketing significantly boost sales.

Industry trends are characterized by lighter formulas, an increased proportion of

hydrogel and emulsion textures, an emphasis on oil-water balance, skin barrier repair, and sensitivity protection, and a gradual integration of oil-control, soothing, and anti-acne properties. Simultaneously, the rise of cleansing skincare concepts and ingredient-conscious consumers is driving simplified and non-irritating formulas. Key driving factors include the expanding population of oily and combination skin types, increased skincare awareness among younger consumers, and accelerated new product dissemination through online channels and social media. Obstacles include severe product homogenization, intense price competition, stricter regulations on efficacy claims, and consumer concerns about the safety of certain active ingredients, placing significant cost pressure on brands to continuously invest in R&D and marketing.

This report studies the global Moisturizers For Oily Skin production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Moisturizers For Oily Skin 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 Moisturizers For Oily Skin that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Moisturizers For Oily Skin total production and demand, 2021-2032, (K Units)

Global Moisturizers For Oily Skin total production value, 2021-2032, (USD Million)

Global Moisturizers For Oily Skin production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Moisturizers For Oily Skin consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Moisturizers For Oily Skin domestic production, consumption, key domestic manufacturers and share

Global Moisturizers For Oily Skin production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Moisturizers For Oily Skin production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Moisturizers For Oily Skin production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Moisturizers For Oily Skin 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 L'Oréal, Kenvue, Unilever, Procter & Gamble, Beiersdorf, The Estée Lauder Companies, Shiseido, Kao, Amorepacific, LG Household & Health Care, 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 Moisturizers For Oily Skin 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 Moisturizers For Oily Skin Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Moisturizers For Oily Skin Market, Segmentation by Type:

Gel/Jelly Type

Gel Cream Type

Lotion Type

Cream Type

Mousse/Foam Type

Global Moisturizers For Oily Skin Market, Segmentation by Oil Control Mechanism:

Sebum-Suppressing Type

Oil-Absorbing Type

Pore-Minimizing Type

Water-Oil Balancing Type

Global Moisturizers For Oily Skin Market, Segmentation by Usage Scenarios:

Daytime Protective Formula

Nighttime Repairing Formula

Makeup Base Formula

Sports Formula

Global Moisturizers For Oily Skin Market, Segmentation by Application:

Specialty Store

Supermarket

Online Sales

Other

Companies Profiled:

L'Oréal

Kenvue

Unilever

Procter & Gamble

Beiersdorf

The Est?e Lauder Companies

Shiseido

Kao

Amorepacific

LG Household & Health Care

Galderma

NAOS

Pierre Fabre

Colgate-Palmolive

Coty

L'Occitane Group

Clarins

LVMH

KOS?

Rohto Pharmaceutical

Natura &Co

Oriflame

Mary Kay

Amway

Revlon

Himalaya Wellness

Emami

Hindustan Unilever

Key Questions Answered:

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

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