

Global Moisturizers For Oily Skin Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Moisturizers For Oily Skin market size was valued at US\$ 1240 million in 2025 and is forecast to a readjusted size of US\$ 1562 million by 2032 with a CAGR of 3.3% during review period.

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 is a detailed and comprehensive analysis for global Moisturizers For Oily Skin market. Both quantitative and qualitative analyses are presented by manufacturers, 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 Moisturizers For Oily Skin market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Moisturizers For Oily Skin market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Moisturizers For Oily Skin market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Moisturizers For Oily Skin market shares of main players, shipments in revenue

(\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Moisturizers For Oily Skin

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 Moisturizers For Oily Skin market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Moisturizers For Oily Skin 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 in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Gel/Jelly Type

Gel Cream Type

Lotion Type

Cream Type

Mousse/Foam Type

Market segment by Oil Control Mechanism

Sebum-Suppressing Type

Oil-Absorbing Type

Pore-Minimizing Type

Water-Oil Balancing Type

Market segment by Usage Scenarios

Daytime Protective Formula

Nighttime Repairing Formula

Makeup Base Formula

Sports Formula

Market segment by Application

Specialty Store

Supermarket

Online Sales

Other

Major players covered

L'Oréal

Kenvue

Unilever

Procter & Gamble

Beiersdorf

The Estée Lauder Companies

Shiseido

Kao

Amorepacific

LG Household & Health Care

Galderma

NAOS

Pierre Fabre

Colgate-Palmolive

Coty

L'Occitane Group

Clarins

LVMH

KOSÉ

Rohto Pharmaceutical

Natura &Co

Oriflame

Mary Kay

Amway

Revlon

Himalaya Wellness

Emami

Hindustan Unilever

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Moisturizers For Oily Skin product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Moisturizers For Oily Skin, with price, sales quantity, revenue, and global market share of Moisturizers For Oily Skin from

2021 to 2026.

Chapter 3, the Moisturizers For Oily Skin competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Moisturizers For Oily Skin breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Moisturizers For Oily Skin market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Moisturizers For Oily Skin.

Chapter 14 and 15, to describe Moisturizers For Oily Skin sales channel, distributors, customers, research findings and conclusion.

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