

Global Natural and Organic Personal Care Products Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Natural and Organic Personal Care Products market size is expected to reach \$ 42772 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

Natural and organic personal care products refer to consumer products used to cleanse, care for, beautify, or improve the condition of the skin, hair, oral cavity, body and body odor. They generally include skincare, haircare, body care, oral care, baby care, deodorants and men's grooming products. These products are typically formulated with plant oils, botanical extracts, naturally derived surfactants, minerals, certified organic agricultural ingredients, or other naturally sourced functional ingredients, while also allowing auxiliary ingredients that comply with safety regulations and recognized natural or organic standards.

The defining features of natural and organic personal care products extend beyond ingredient origin. They commonly emphasize natural sourcing, organic certification, mildness, cruelty-free practices, environmental responsibility, sustainable packaging, reduced pesticide exposure and avoidance of ingredients considered controversial for human health or the environment. These products are also often associated with fair trade, sustainable sourcing, non-exploitative labor practices and broader corporate social responsibility, reflecting the combined consumer trend toward health, sustainability and ethical consumption. In 2025, the global production of Natural and Organic Personal Care Products is estimated at approximately 1,987.2 million units, with an average price of approximately US\$12.98 per unit and a gross profit margin of approximately 73.46%.

North America is the largest Natural and Organic Personal Care Products market with

about 40% market share. Asia-Pacific is follower, accounting for about 29% market share. The key manufacturers are Estee Lauder, L'oreal, Weleda, Burt's Bees, Groupe Rocher, Avon, Shiseido, Amore Pacific, Procter & Gamble, Natura Cosmetics, Johnson & Johnson, L'Occitane, Hain Celestial, Uniliver, Fancil, Mustela, DHC, Pechoin, JALA Group, Shanghai Jawha etc. Top 3 companies occupied about 15% market share.

Against the backdrop of rapidly increasing global consumer awareness of health, environmental responsibility, and ingredient transparency, natural and organic personal care products are transitioning from a niche lifestyle category to the mainstream consumer market. Previously driven primarily by natural brands such as Weleda, Burt's Bees, Yves Rocher, and L'Occitane, this market is now being rapidly expanded by large beauty and consumer goods groups through their own natural lines, acquired brands, and cleansing and beauty product lines. Consumers are increasingly focused on whether products contain plant-based ingredients, possess organic or natural certifications, are suitable for sensitive skin, reduce controversial ingredients, and ensure that packaging and supply chains adhere to sustainability principles. These factors are reshaping the competitive landscape of the skincare, hair care, body care, and baby care markets.

From the demand side, skincare remains the highest-value category within natural and organic personal care, with consumers willing to pay a premium for functions such as anti-allergy, repair, moisturizing, barrier care, and anti-oxidation. Hair care, body cleansing, fragrance, and baby care form the basis for large-scale growth. E-commerce, direct-to-consumer brands, and social media content marketing make it easier for small and medium-sized natural brands to acquire users, while simultaneously forcing traditional giants to increase ingredient transparency and environmental commitments. Future industry growth will no longer be solely driven by the expansion of the "natural" concept, but will enter a new phase emphasizing certification, efficacy, skin feel, stability, and a sustainable supply chain.

Market challenges are also clearly defined. Natural and organic formulas often face issues such as batch stability of raw materials, difficulties in establishing preservative systems, control over odor and skin feel, rising costs, and certification compliance costs. Simultaneously, consumers are becoming more discerning in recognizing concepts like "natural," "organic," and "cleansing beauty," and market regulators are strengthening their constraints on false green advertising. In the future, companies with strong ingredient research and development capabilities, sustainable raw material sourcing, sensitive skin verification, certification capabilities, and brand trust assets will have a greater competitive advantage. Mass-market natural personal care products will

contribute to sales volume, while high-end natural skincare and maternal and infant care products will contribute to profit margins. The industry will exhibit a pattern of simultaneous development in scale and premiumization.

This report studies the global Natural and Organic Personal Care Products production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Natural and Organic Personal Care Products 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 Natural and Organic Personal Care Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Natural and Organic Personal Care Products total production and demand, 2021-2032, (M Units)

Global Natural and Organic Personal Care Products total production value, 2021-2032, (USD Million)

Global Natural and Organic Personal Care Products production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global Natural and Organic Personal Care Products consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: Natural and Organic Personal Care Products domestic production, consumption, key domestic manufacturers and share

Global Natural and Organic Personal Care Products production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global Natural and Organic Personal Care Products production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global Natural and Organic Personal Care Products production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Natural and Organic Personal Care Products 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 Estee Lauder, L'oreal, Weleda, Burt's Bees, Groupe Rocher, Avon, Shiseido, Amore Pacific, Procter & Gamble, Natura Cosméticos, 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 Natural and Organic Personal Care Products market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (USD/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 Natural and Organic Personal Care Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Natural and Organic Personal Care Products Market, Segmentation by Type:

Skin Care

Hair Care

Oral Care

Cosmetics

Others

Global Natural and Organic Personal Care Products Market, Segmentation by Consumer Groups:

Women

Men

Baby And Children

Others

Global Natural and Organic Personal Care Products Market, Segmentation by Raw Materials:

Plant-based Ingredients

Mineral-based Ingredients

Naturally Derived Ingredients

Others

Global Natural and Organic Personal Care Products Market, Segmentation by Application:

Supermarkets and Hypermarkets

Specialist Retailers

Online Retailers

Companies Profiled:

Estee Lauder

L'oreal

Weleda

Burt's Bees

Groupe Rocher

Avon

Shiseido

Amore Pacific

Procter & Gamble

Natura Cosméticos

Johnson & Johnson

L'Occitane

Hain Celestial

Unilever

Fancl

Mustela

DHC

Pechoin

JALA Group

Shanghai Jawha

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

1.1 Natural and Organic Personal Care Products Introduction

1.2 World Natural and Organic Personal Care Products Supply & Forecast

1.2.1 World Natural and Organic Personal Care Products Production Value (2021 & 2025 & 2032)

1.2.2 World Natural and Organic Personal Care Products Production (2021-2032)

1.2.3 World Natural and Organic Personal Care Products Pricing Trends (2021-2032)

1.3 World Natural and Organic Personal Care Products Production by Region (Based on Production Site)

1.3.1 World Natural and Organic Personal Care Products Production Value by Region (2021-2032)

1.3.2 World Natural and Organic Personal Care Products Production by Region (2021-2032)

1.3.3 World Natural and Organic Personal Care Products Average Price by Region (2021-2032)

1.3.4 North America Natural and Organic Personal Care Products Production (2021-2032)

1.3.5 Europe Natural and Organic Personal Care Products Production (2021-2032)

1.3.6 China Natural and Organic Personal Care Products Production (2021-2032)

1.3.7 Japan Natural and Organic Personal Care Products Production (2021-2032)

1.4 Market Drivers, Restraints and Trends

1.4.1 Natural and Organic Personal Care Products Market Drivers

1.4.2 Factors Affecting Demand

1.4.3 Natural and Organic Personal Care Products Major Market Trends

2 DEMAND SUMMARY

2.1 World Natural and Organic Personal Care Products Demand (2021-2032)

2.2 World Natural and Organic Personal Care Products Consumption by Region

2.2.1 World Natural and Organic Personal Care Products Consumption by Region (2021-2026)

2.2.2 World Natural and Organic Personal Care Products Consumption Forecast by Region (2027-2032)

2.3 United States Natural and Organic Personal Care Products Consumption (2021-2032)

2.4 China Natural and Organic Personal Care Products Consumption (2021-2032)

2.5 Europe Natural and Organic Personal Care Products Consumption (2021-2032)

2.6 Japan Natural and Organic Personal Care Products Consumption (2021-2032)

2.7 South Korea Natural and Organic Personal Care Products Consumption
(2021-2032)

2.8 ASEAN Natural and Organic Personal Care Products Consumption (2021-2032)

2.9 India Natural and Organic Personal Care Products Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Natural and Organic Personal Care Products Production Value by
Manufacturer (2021-2026)

3.2 World Natural and Organic Personal Care Products Production by Manufacturer
(2021-2026)

3.3 World Natural and Organic Personal Care Products Average Price by Manufacturer
(2021-2026)

3.4 Natural and Organic Personal Care Products Company Evaluation Quadrant

3.5 Industry Rank and Concentration Rate (CR)

3.5.1 Global Natural and Organic Personal Care Products Industry Rank of Major
Manufacturers

3.5.2 Global Concentration Ratios (CR4) for Natural and Organic Personal Care
Products in 2025

3.5.3 Global Concentration Ratios (CR8) for Natural and Organic Personal Care
Products in 2025

3.6 Natural and Organic Personal Care Products Market: Overall Company Footprint
Analysis

3.6.1 Natural and Organic Personal Care Products Market: Region Footprint

3.6.2 Natural and Organic Personal Care Products Market: Company Product Type
Footprint

3.6.3 Natural and Organic Personal Care Products 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: Natural and Organic Personal Care Products Production Value Comparison

4.1.1 United States VS China: Natural and Organic Personal Care Products Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Natural and Organic Personal Care Products Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Natural and Organic Personal Care Products Production Comparison

4.2.1 United States VS China: Natural and Organic Personal Care Products Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Natural and Organic Personal Care Products Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Natural and Organic Personal Care Products Consumption Comparison

4.3.1 United States VS China: Natural and Organic Personal Care Products Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Natural and Organic Personal Care Products Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Natural and Organic Personal Care Products Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Natural and Organic Personal Care Products Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Natural and Organic Personal Care Products Production Value (2021-2026)

4.4.3 United States Based Manufacturers Natural and Organic Personal Care Products Production (2021-2026)

4.5 China Based Natural and Organic Personal Care Products Manufacturers and Market Share

4.5.1 China Based Natural and Organic Personal Care Products Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Natural and Organic Personal Care Products Production Value (2021-2026)

4.5.3 China Based Manufacturers Natural and Organic Personal Care Products Production (2021-2026)

4.6 Rest of World Based Natural and Organic Personal Care Products Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Natural and Organic Personal Care Products Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Natural and Organic Personal Care

Products Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Natural and Organic Personal Care

Products Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Natural and Organic Personal Care Products Market Size Overview by Type:
2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Skin Care

5.2.2 Hair Care

5.2.3 Oral Care

5.2.4 Cosmetics

5.2.5 Others

5.3 Market Segment by Type

5.3.1 World Natural and Organic Personal Care Products Production by Type
(2021-2032)

5.3.2 World Natural and Organic Personal Care Products Production Value by Type
(2021-2032)

5.3.3 World Natural and Organic Personal Care Products Average Price by Type
(2021-2032)

6 MARKET ANALYSIS BY CONSUMER GROUPS

6.1 World Natural and Organic Personal Care Products Market Size Overview by
Consumer Groups: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Consumer Groups

6.2.1 Women

6.2.2 Men

6.2.3 Baby And Children

6.2.4 Others

6.3 Market Segment by Consumer Groups

6.3.1 World Natural and Organic Personal Care Products Production by Consumer
Groups (2021-2032)

6.3.2 World Natural and Organic Personal Care Products Production Value by
Consumer Groups (2021-2032)

6.3.3 World Natural and Organic Personal Care Products Average Price by Consumer
Groups (2021-2032)

7 MARKET ANALYSIS BY RAW MATERIALS

7.1 World Natural and Organic Personal Care Products Market Size Overview by Raw Materials: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Raw Materials

7.2.1 Plant-based Ingredients

7.2.2 Mineral-based Ingredients

7.2.3 Naturally Derived Ingredients

7.2.4 Others

7.3 Market Segment by Raw Materials

7.3.1 World Natural and Organic Personal Care Products Production by Raw Materials (2021-2032)

7.3.2 World Natural and Organic Personal Care Products Production Value by Raw Materials (2021-2032)

7.3.3 World Natural and Organic Personal Care Products Average Price by Raw Materials (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Natural and Organic Personal Care Products Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Supermarkets and Hypermarkets

8.2.2 Specialist Retailers

8.2.3 Online Retailers

8.3 Market Segment by Application

8.3.1 World Natural and Organic Personal Care Products Production by Application (2021-2032)

8.3.2 World Natural and Organic Personal Care Products Production Value by Application (2021-2032)

8.3.3 World Natural and Organic Personal Care Products Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Estee Lauder

9.1.1 Estee Lauder Details

9.1.2 Estee Lauder Major Business

9.1.3 Estee Lauder Natural and Organic Personal Care Products Product and Services

9.1.4 Estee Lauder Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Estee Lauder Recent Developments/Updates

9.1.6 Estee Lauder Competitive Strengths & Weaknesses

9.2 L'oreal

9.2.1 L'oreal Details

9.2.2 L'oreal Major Business

9.2.3 L'oreal Natural and Organic Personal Care Products Product and Services

9.2.4 L'oreal Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 L'oreal Recent Developments/Updates

9.2.6 L'oreal Competitive Strengths & Weaknesses

9.3 Weleda

9.3.1 Weleda Details

9.3.2 Weleda Major Business

9.3.3 Weleda Natural and Organic Personal Care Products Product and Services

9.3.4 Weleda Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Weleda Recent Developments/Updates

9.3.6 Weleda Competitive Strengths & Weaknesses

9.4 Burt's Bees

9.4.1 Burt's Bees Details

9.4.2 Burt's Bees Major Business

9.4.3 Burt's Bees Natural and Organic Personal Care Products Product and Services

9.4.4 Burt's Bees Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Burt's Bees Recent Developments/Updates

9.4.6 Burt's Bees Competitive Strengths & Weaknesses

9.5 Groupe Rocher

9.5.1 Groupe Rocher Details

9.5.2 Groupe Rocher Major Business

9.5.3 Groupe Rocher Natural and Organic Personal Care Products Product and Services

9.5.4 Groupe Rocher Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Groupe Rocher Recent Developments/Updates

9.5.6 Groupe Rocher Competitive Strengths & Weaknesses

9.6 Avon

9.6.1 Avon Details

- 9.6.2 Avon Major Business
- 9.6.3 Avon Natural and Organic Personal Care Products Product and Services
- 9.6.4 Avon Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 Avon Recent Developments/Updates
- 9.6.6 Avon Competitive Strengths & Weaknesses
- 9.7 Shiseido
 - 9.7.1 Shiseido Details
 - 9.7.2 Shiseido Major Business
 - 9.7.3 Shiseido Natural and Organic Personal Care Products Product and Services
 - 9.7.4 Shiseido Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Shiseido Recent Developments/Updates
 - 9.7.6 Shiseido Competitive Strengths & Weaknesses
- 9.8 Amore Pacific
 - 9.8.1 Amore Pacific Details
 - 9.8.2 Amore Pacific Major Business
 - 9.8.3 Amore Pacific Natural and Organic Personal Care Products Product and Services
 - 9.8.4 Amore Pacific Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Amore Pacific Recent Developments/Updates
 - 9.8.6 Amore Pacific 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 Natural and Organic Personal Care Products Product and Services
 - 9.9.4 Procter & Gamble Natural and Organic Personal Care Products 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 Natura Cosmeticos
 - 9.10.1 Natura Cosmeticos Details
 - 9.10.2 Natura Cosmeticos Major Business
 - 9.10.3 Natura Cosmeticos Natural and Organic Personal Care Products Product and Services
 - 9.10.4 Natura Cosmeticos Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.10.5 Natura Cosmeticos Recent Developments/Updates
- 9.10.6 Natura Cosmeticos Competitive Strengths & Weaknesses
- 9.11 Johnson & Johnson
 - 9.11.1 Johnson & Johnson Details
 - 9.11.2 Johnson & Johnson Major Business
 - 9.11.3 Johnson & Johnson Natural and Organic Personal Care Products Product and Services
 - 9.11.4 Johnson & Johnson Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Johnson & Johnson Recent Developments/Updates
 - 9.11.6 Johnson & Johnson Competitive Strengths & Weaknesses
- 9.12 L'Occitane
 - 9.12.1 L'Occitane Details
 - 9.12.2 L'Occitane Major Business
 - 9.12.3 L'Occitane Natural and Organic Personal Care Products Product and Services
 - 9.12.4 L'Occitane Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 L'Occitane Recent Developments/Updates
 - 9.12.6 L'Occitane Competitive Strengths & Weaknesses
- 9.13 Hain Celestial
 - 9.13.1 Hain Celestial Details
 - 9.13.2 Hain Celestial Major Business
 - 9.13.3 Hain Celestial Natural and Organic Personal Care Products Product and Services
 - 9.13.4 Hain Celestial Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Hain Celestial Recent Developments/Updates
 - 9.13.6 Hain Celestial Competitive Strengths & Weaknesses
- 9.14 Unilever
 - 9.14.1 Unilever Details
 - 9.14.2 Unilever Major Business
 - 9.14.3 Unilever Natural and Organic Personal Care Products Product and Services
 - 9.14.4 Unilever Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Unilever Recent Developments/Updates
 - 9.14.6 Unilever Competitive Strengths & Weaknesses
- 9.15 FancI
 - 9.15.1 FancI Details
 - 9.15.2 FancI Major Business

- 9.15.3 Fanc! Natural and Organic Personal Care Products Product and Services
- 9.15.4 Fanc! Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.15.5 Fanc! Recent Developments/Updates
- 9.15.6 Fanc! Competitive Strengths & Weaknesses
- 9.16 Mustela
 - 9.16.1 Mustela Details
 - 9.16.2 Mustela Major Business
 - 9.16.3 Mustela Natural and Organic Personal Care Products Product and Services
 - 9.16.4 Mustela Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Mustela Recent Developments/Updates
 - 9.16.6 Mustela Competitive Strengths & Weaknesses
- 9.17 DHC
 - 9.17.1 DHC Details
 - 9.17.2 DHC Major Business
 - 9.17.3 DHC Natural and Organic Personal Care Products Product and Services
 - 9.17.4 DHC Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.17.5 DHC Recent Developments/Updates
 - 9.17.6 DHC Competitive Strengths & Weaknesses
- 9.18 Pechoin
 - 9.18.1 Pechoin Details
 - 9.18.2 Pechoin Major Business
 - 9.18.3 Pechoin Natural and Organic Personal Care Products Product and Services
 - 9.18.4 Pechoin Natural and Organic Personal Care Products 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 JALA Group
 - 9.19.1 JALA Group Details
 - 9.19.2 JALA Group Major Business
 - 9.19.3 JALA Group Natural and Organic Personal Care Products Product and Services
 - 9.19.4 JALA Group Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.19.5 JALA Group Recent Developments/Updates
 - 9.19.6 JALA Group Competitive Strengths & Weaknesses
- 9.20 Shanghai Jawha
 - 9.20.1 Shanghai Jawha Details

9.20.2 Shanghai Jawha Major Business

9.20.3 Shanghai Jawha Natural and Organic Personal Care Products Product and Services

9.20.4 Shanghai Jawha Natural and Organic Personal Care Products Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.20.5 Shanghai Jawha Recent Developments/Updates

9.20.6 Shanghai Jawha Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Natural and Organic Personal Care Products Industry Chain

10.2 Natural and Organic Personal Care Products Upstream Analysis

10.2.1 Natural and Organic Personal Care Products Core Raw Materials

10.2.2 Main Manufacturers of Natural and Organic Personal Care Products Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Natural and Organic Personal Care Products Production Mode

10.6 Natural and Organic Personal Care Products Procurement Model

10.7 Natural and Organic Personal Care Products Industry Sales Model and Sales Channels

10.7.1 Natural and Organic Personal Care Products Sales Model

10.7.2 Natural and Organic Personal Care Products 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 Natural and Organic Personal Care Products Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Natural and Organic Personal Care Products Production Value by Region (2021-2026) & (USD Million)

Table 3. World Natural and Organic Personal Care Products Production Value by Region (2027-2032) & (USD Million)

Table 4. World Natural and Organic Personal Care Products Production Value Market Share by Region (2021-2026)

Table 5. World Natural and Organic Personal Care Products Production Value Market Share by Region (2027-2032)

Table 6. World Natural and Organic Personal Care Products Production by Region (2021-2026) & (M Units)

Table 7. World Natural and Organic Personal Care Products Production by Region (2027-2032) & (M Units)

Table 8. World Natural and Organic Personal Care Products Production Market Share by Region (2021-2026)

Table 9. World Natural and Organic Personal Care Products Production Market Share by Region (2027-2032)

Table 10. World Natural and Organic Personal Care Products Average Price by Region (2021-2026) & (USD/Unit)

Table 11. World Natural and Organic Personal Care Products Average Price by Region (2027-2032) & (USD/Unit)

Table 12. Natural and Organic Personal Care Products Major Market Trends

Table 13. World Natural and Organic Personal Care Products Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (M Units)

Table 14. World Natural and Organic Personal Care Products Consumption by Region (2021-2026) & (M Units)

Table 15. World Natural and Organic Personal Care Products Consumption Forecast by Region (2027-2032) & (M Units)

Table 16. World Natural and Organic Personal Care Products Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Natural and Organic Personal Care Products Producers in 2025

Table 18. World Natural and Organic Personal Care Products Production by Manufacturer (2021-2026) & (M Units)

Table 19. Production Market Share of Key Natural and Organic Personal Care Products Producers in 2025

Table 20. World Natural and Organic Personal Care Products Average Price by Manufacturer (2021-2026) & (USD/Unit)

Table 21. Global Natural and Organic Personal Care Products Company Evaluation Quadrant

Table 22. World Natural and Organic Personal Care Products Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Natural and Organic Personal Care Products Production Site of Key Manufacturer

Table 24. Natural and Organic Personal Care Products Market: Company Product Type Footprint

Table 25. Natural and Organic Personal Care Products Market: Company Product Application Footprint

Table 26. Natural and Organic Personal Care Products Competitive Factors

Table 27. Natural and Organic Personal Care Products New Entrant and Capacity Expansion Plans

Table 28. Natural and Organic Personal Care Products Mergers & Acquisitions Activity

Table 29. United States VS China Natural and Organic Personal Care Products Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Natural and Organic Personal Care Products Production Comparison, (2021 & 2025 & 2032) & (M Units)

Table 31. United States VS China Natural and Organic Personal Care Products Consumption Comparison, (2021 & 2025 & 2032) & (M Units)

Table 32. United States Based Natural and Organic Personal Care Products Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Natural and Organic Personal Care Products Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Natural and Organic Personal Care Products Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Natural and Organic Personal Care Products Production (2021-2026) & (M Units)

Table 36. United States Based Manufacturers Natural and Organic Personal Care Products Production Market Share (2021-2026)

Table 37. China Based Natural and Organic Personal Care Products Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Natural and Organic Personal Care Products Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Natural and Organic Personal Care Products

Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Natural and Organic Personal Care Products Production, (2021-2026) & (M Units)

Table 41. China Based Manufacturers Natural and Organic Personal Care Products Production Market Share (2021-2026)

Table 42. Rest of World Based Natural and Organic Personal Care Products Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Natural and Organic Personal Care Products Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Natural and Organic Personal Care Products Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Natural and Organic Personal Care Products Production, (2021-2026) & (M Units)

Table 46. Rest of World Based Manufacturers Natural and Organic Personal Care Products Production Market Share (2021-2026)

Table 47. World Natural and Organic Personal Care Products Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Natural and Organic Personal Care Products Production by Type (2021-2026) & (M Units)

Table 49. World Natural and Organic Personal Care Products Production by Type (2027-2032) & (M Units)

Table 50. World Natural and Organic Personal Care Products Production Value by Type (2021-2026) & (USD Million)

Table 51. World Natural and Organic Personal Care Products Production Value by Type (2027-2032) & (USD Million)

Table 52. World Natural and Organic Personal Care Products Average Price by Type (2021-2026) & (USD/Unit)

Table 53. World Natural and Organic Personal Care Products Average Price by Type (2027-2032) & (USD/Unit)

Table 54. World Natural and Organic Personal Care Products Production Value by Consumer Groups, (USD Million), 2021 & 2025 & 2032

Table 55. World Natural and Organic Personal Care Products Production by Consumer Groups (2021-2026) & (M Units)

Table 56. World Natural and Organic Personal Care Products Production by Consumer Groups (2027-2032) & (M Units)

Table 57. World Natural and Organic Personal Care Products Production Value by Consumer Groups (2021-2026) & (USD Million)

Table 58. World Natural and Organic Personal Care Products Production Value by Consumer Groups (2027-2032) & (USD Million)

Table 59. World Natural and Organic Personal Care Products Average Price by Consumer Groups (2021-2026) & (USD/Unit)

Table 60. World Natural and Organic Personal Care Products Average Price by Consumer Groups (2027-2032) & (USD/Unit)

Table 61. World Natural and Organic Personal Care Products Production Value by Raw Materials, (USD Million), 2021 & 2025 & 2032

Table 62. World Natural and Organic Personal Care Products Production by Raw Materials (2021-2026) & (M Units)

Table 63. World Natural and Organic Personal Care Products Production by Raw Materials (2027-2032) & (M Units)

Table 64. World Natural and Organic Personal Care Products Production Value by Raw Materials (2021-2026) & (USD Million)

Table 65. World Natural and Organic Personal Care Products Production Value by Raw Materials (2027-2032) & (USD Million)

Table 66. World Natural and Organic Personal Care Products Average Price by Raw Materials (2021-2026) & (USD/Unit)

Table 67. World Natural and Organic Personal Care Products Average Price by Raw Materials (2027-2032) & (USD/Unit)

Table 68. World Natural and Organic Personal Care Products Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Natural and Organic Personal Care Products Production by Application (2021-2026) & (M Units)

Table 70. World Natural and Organic Personal Care Products Production by Application (2027-2032) & (M Units)

Table 71. World Natural and Organic Personal Care Products Production Value by Application (2021-2026) & (USD Million)

Table 72. World Natural and Organic Personal Care Products Production Value by Application (2027-2032) & (USD Million)

Table 73. World Natural and Organic Personal Care Products Average Price by Application (2021-2026) & (USD/Unit)

Table 74. World Natural and Organic Personal Care Products Average Price by Application (2027-2032) & (USD/Unit)

Table 75. Estee Lauder Basic Information, Manufacturing Base and Competitors

Table 76. Estee Lauder Major Business

Table 77. Estee Lauder Natural and Organic Personal Care Products Product and Services

Table 78. Estee Lauder Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Estee Lauder Recent Developments/Updates

Table 80. Estee Lauder Competitive Strengths & Weaknesses

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

Table 82. L'oreal Major Business

Table 83. L'oreal Natural and Organic Personal Care Products Product and Services

Table 84. L'oreal Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. L'oreal Recent Developments/Updates

Table 86. L'oreal Competitive Strengths & Weaknesses

Table 87. Weleda Basic Information, Manufacturing Base and Competitors

Table 88. Weleda Major Business

Table 89. Weleda Natural and Organic Personal Care Products Product and Services

Table 90. Weleda Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Weleda Recent Developments/Updates

Table 92. Weleda Competitive Strengths & Weaknesses

Table 93. Burt's Bees Basic Information, Manufacturing Base and Competitors

Table 94. Burt's Bees Major Business

Table 95. Burt's Bees Natural and Organic Personal Care Products Product and Services

Table 96. Burt's Bees Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Burt's Bees Recent Developments/Updates

Table 98. Burt's Bees Competitive Strengths & Weaknesses

Table 99. Groupe Rocher Basic Information, Manufacturing Base and Competitors

Table 100. Groupe Rocher Major Business

Table 101. Groupe Rocher Natural and Organic Personal Care Products Product and Services

Table 102. Groupe Rocher Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Groupe Rocher Recent Developments/Updates

Table 104. Groupe Rocher Competitive Strengths & Weaknesses

Table 105. Avon Basic Information, Manufacturing Base and Competitors

Table 106. Avon Major Business

Table 107. Avon Natural and Organic Personal Care Products Product and Services

Table 108. Avon Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Avon Recent Developments/Updates

Table 110. Avon Competitive Strengths & Weaknesses

Table 111. Shiseido Basic Information, Manufacturing Base and Competitors

Table 112. Shiseido Major Business

Table 113. Shiseido Natural and Organic Personal Care Products Product and Services

Table 114. Shiseido Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Shiseido Recent Developments/Updates

Table 116. Shiseido Competitive Strengths & Weaknesses

Table 117. Amore Pacific Basic Information, Manufacturing Base and Competitors

Table 118. Amore Pacific Major Business

Table 119. Amore Pacific Natural and Organic Personal Care Products Product and Services

Table 120. Amore Pacific Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Amore Pacific Recent Developments/Updates

Table 122. Amore Pacific Competitive Strengths & Weaknesses

Table 123. Procter & Gamble Basic Information, Manufacturing Base and Competitors

Table 124. Procter & Gamble Major Business

Table 125. Procter & Gamble Natural and Organic Personal Care Products Product and Services

Table 126. Procter & Gamble Natural and Organic Personal Care Products Production (M Units), Price (USD/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. Natura Cosmeticos Basic Information, Manufacturing Base and Competitors

Table 130. Natura Cosmeticos Major Business

Table 131. Natura Cosmeticos Natural and Organic Personal Care Products Product and Services

Table 132. Natura Cosmeticos Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Natura Cosmeticos Recent Developments/Updates

Table 134. Natura Cosmeticos Competitive Strengths & Weaknesses

Table 135. Johnson & Johnson Basic Information, Manufacturing Base and Competitors

Table 136. Johnson & Johnson Major Business

Table 137. Johnson & Johnson Natural and Organic Personal Care Products Product and Services

Table 138. Johnson & Johnson Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Johnson & Johnson Recent Developments/Updates

Table 140. Johnson & Johnson Competitive Strengths & Weaknesses

Table 141. L'Occitane Basic Information, Manufacturing Base and Competitors

Table 142. L'Occitane Major Business

Table 143. L'Occitane Natural and Organic Personal Care Products Product and Services

Table 144. L'Occitane Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. L'Occitane Recent Developments/Updates

Table 146. L'Occitane Competitive Strengths & Weaknesses

Table 147. Hain Celestial Basic Information, Manufacturing Base and Competitors

Table 148. Hain Celestial Major Business

Table 149. Hain Celestial Natural and Organic Personal Care Products Product and Services

Table 150. Hain Celestial Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Hain Celestial Recent Developments/Updates

Table 152. Hain Celestial Competitive Strengths & Weaknesses

Table 153. Unilever Basic Information, Manufacturing Base and Competitors

Table 154. Unilever Major Business

Table 155. Unilever Natural and Organic Personal Care Products Product and Services

Table 156. Unilever Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Unilever Recent Developments/Updates

Table 158. Unilever Competitive Strengths & Weaknesses

Table 159. Fanc! Basic Information, Manufacturing Base and Competitors

Table 160. Fanc! Major Business

Table 161. Fanc! Natural and Organic Personal Care Products Product and Services

Table 162. Fanci Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Fanci Recent Developments/Updates

Table 164. Fanci Competitive Strengths & Weaknesses

Table 165. Mustela Basic Information, Manufacturing Base and Competitors

Table 166. Mustela Major Business

Table 167. Mustela Natural and Organic Personal Care Products Product and Services

Table 168. Mustela Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Mustela Recent Developments/Updates

Table 170. Mustela Competitive Strengths & Weaknesses

Table 171. DHC Basic Information, Manufacturing Base and Competitors

Table 172. DHC Major Business

Table 173. DHC Natural and Organic Personal Care Products Product and Services

Table 174. DHC Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. DHC Recent Developments/Updates

Table 176. DHC Competitive Strengths & Weaknesses

Table 177. Pechoin Basic Information, Manufacturing Base and Competitors

Table 178. Pechoin Major Business

Table 179. Pechoin Natural and Organic Personal Care Products Product and Services

Table 180. Pechoin Natural and Organic Personal Care Products Production (M Units), Price (USD/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. JALA Group Basic Information, Manufacturing Base and Competitors

Table 184. JALA Group Major Business

Table 185. JALA Group Natural and Organic Personal Care Products Product and Services

Table 186. JALA Group Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 187. JALA Group Recent Developments/Updates

Table 188. JALA Group Competitive Strengths & Weaknesses

Table 189. Shanghai Jawha Basic Information, Manufacturing Base and Competitors

Table 190. Shanghai Jawha Major Business

Table 191. Shanghai Jawha Natural and Organic Personal Care Products Product and Services

Table 192. Shanghai Jawha Natural and Organic Personal Care Products Production (M Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. Shanghai Jawha Recent Developments/Updates

Table 194. Shanghai Jawha Competitive Strengths & Weaknesses

Table 195. Global Key Players of Natural and Organic Personal Care Products Upstream (Raw Materials)

Table 196. Global Natural and Organic Personal Care Products Typical Customers

Table 197. Natural and Organic Personal Care Products Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Natural and Organic Personal Care Products Picture

Figure 2. World Natural and Organic Personal Care Products Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Natural and Organic Personal Care Products Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Natural and Organic Personal Care Products Production (2021-2032) & (M Units)

Figure 5. World Natural and Organic Personal Care Products Average Price (2021-2032) & (USD/Unit)

Figure 6. World Natural and Organic Personal Care Products Production Value Market Share by Region (2021-2032)

Figure 7. World Natural and Organic Personal Care Products Production Market Share by Region (2021-2032)

Figure 8. North America Natural and Organic Personal Care Products Production (2021-2032) & (M Units)

Figure 9. Europe Natural and Organic Personal Care Products Production (2021-2032) & (M Units)

Figure 10. China Natural and Organic Personal Care Products Production (2021-2032) & (M Units)

Figure 11. Japan Natural and Organic Personal Care Products Production (2021-2032) & (M Units)

Figure 12. Natural and Organic Personal Care Products Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 15. World Natural and Organic Personal Care Products Consumption Market Share by Region (2021-2032)

Figure 16. United States Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 17. China Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 18. Europe Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 19. Japan Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 20. South Korea Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 21. ASEAN Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 22. India Natural and Organic Personal Care Products Consumption (2021-2032) & (M Units)

Figure 23. Producer Shipments of Natural and Organic Personal Care Products by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Natural and Organic Personal Care Products Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Natural and Organic Personal Care Products Markets in 2025

Figure 26. United States VS China: Natural and Organic Personal Care Products Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Natural and Organic Personal Care Products Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Natural and Organic Personal Care Products Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Natural and Organic Personal Care Products Production Market Share 2025

Figure 30. China Based Manufacturers Natural and Organic Personal Care Products Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Natural and Organic Personal Care Products Production Market Share 2025

Figure 32. World Natural and Organic Personal Care Products Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Natural and Organic Personal Care Products Production Value Market Share by Type in 2025

Figure 34. Skin Care

Figure 35. Hair Care

Figure 36. Oral Care

Figure 37. Cosmetics

Figure 38. Others

Figure 39. World Natural and Organic Personal Care Products Production Market Share by Type (2021-2032)

Figure 40. World Natural and Organic Personal Care Products Production Value Market Share by Type (2021-2032)

Figure 41. World Natural and Organic Personal Care Products Average Price by Type (2021-2032) & (USD/Unit)

Figure 42. World Natural and Organic Personal Care Products Production Value by Consumer Groups, (USD Million), 2021 & 2025 & 2032

Figure 43. World Natural and Organic Personal Care Products Production Value Market Share by Consumer Groups in 2025

Figure 44. Women

Figure 45. Men

Figure 46. Baby And Children

Figure 47. Others

Figure 48. World Natural and Organic Personal Care Products Production Market Share by Consumer Groups (2021-2032)

Figure 49. World Natural and Organic Personal Care Products Production Value Market Share by Consumer Groups (2021-2032)

Figure 50. World Natural and Organic Personal Care Products Average Price by Consumer Groups (2021-2032) & (USD/Unit)

Figure 51. World Natural and Organic Personal Care Products Production Value by Raw Materials, (USD Million), 2021 & 2025 & 2032

Figure 52. World Natural and Organic Personal Care Products Production Value Market Share by Raw Materials in 2025

Figure 53. Plant-based Ingredients

Figure 54. Mineral-based Ingredients

Figure 55. Naturally Derived Ingredients

Figure 56. Others

Figure 57. World Natural and Organic Personal Care Products Production Market Share by Raw Materials (2021-2032)

Figure 58. World Natural and Organic Personal Care Products Production Value Market Share by Raw Materials (2021-2032)

Figure 59. World Natural and Organic Personal Care Products Average Price by Raw Materials (2021-2032) & (USD/Unit)

Figure 60. World Natural and Organic Personal Care Products Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 61. World Natural and Organic Personal Care Products Production Value Market Share by Application in 2025

Figure 62. Supermarkets and Hypermarkets

Figure 63. Specialist Retailers

Figure 64. Online Retailers

Figure 65. World Natural and Organic Personal Care Products Production Market Share by Application (2021-2032)

Figure 66. World Natural and Organic Personal Care Products Production Value Market Share by Application (2021-2032)

Figure 67. World Natural and Organic Personal Care Products Average Price by Application (2021-2032) & (USD/Unit)

Figure 68. Natural and Organic Personal Care Products Industry Chain

Figure 69. Natural and Organic Personal Care Products Procurement Model

Figure 70. Natural and Organic Personal Care Products Sales Model

Figure 71. Natural and Organic Personal Care Products Sales Channels, Direct Sales, and Distribution

Figure 72. Methodology

Figure 73. Research Process and Data Source

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