

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

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Abstracts

The global Natural & 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 & Organic Personal Care Products refer to personal care products used to cleanse, care for, beautify, or improve the condition of human skin, hair, breath, and body odor. These products typically include skincare, haircare, body care, oral care, baby care, deodorant, and men's grooming. The main formulation base of these products is usually plant oils, plant extracts, natural surfactants, mineral components, organically sourced ingredients, or naturally derived functional ingredients. They may also contain auxiliary ingredients within the limits permitted by safety regulations and natural/organic standards. The core characteristics of natural & organic personal care products lie not only in the source of ingredients but also in the product philosophy and supply chain requirements. They typically emphasize natural sources, organic certification, low irritation, no animal testing, environmental friendliness, sustainable packaging, reduced pesticide residues, and avoidance of ingredients considered controversial for human health or the environment. Furthermore, these products are often associated with concepts such as fair trade, sustainable sourcing, no exploitative labor, and corporate social responsibility, reflecting a comprehensive trend towards healthy consumption, environmental responsibility, and ethical consumption. In 2025, the global production of Natural & Organic Personal Care Products is estimated at approximately 1987.2 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 market for natural and organic personal care products, accounting for approximately 40% of the market share, followed by the Asia-Pacific

region, accounting for approximately 29%. Major manufacturers include 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, Fancl, Mustela, DHC, Pechoin, JALA Group, and Shanghai Jawha. The top three manufacturers account for approximately 15% of the 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, this market was primarily driven by natural brands such as Weleda, Burt's Bees, Yves Rocher, and L'Occitane. Now, large beauty and personal care groups are accelerating their expansion through their own natural lines, acquired brands, and cleansing and beauty product lines. Consumers are increasingly focused on whether products contain plant-based ingredients, have 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 in 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 also forcing traditional giants to increase ingredient transparency and environmental commitments. Future industry growth will no longer be solely about expanding the "natural" concept, but will enter a new phase that emphasizes certification, efficacy, skin feel, stability, and sustainable supply chains. The market challenges are also quite clear. Natural and organic formulas often face issues such as batch stability of raw materials, difficulties in preservative systems, control of odor and skin feel, rising costs, and certification compliance costs. At the same time, consumers are becoming more discerning about concepts like "natural," "organic," and "cleansing and beauty," and market regulators are strengthening their constraints on false green advertising. In the future, companies with 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 will contribute to profit margins, and the industry will exhibit a pattern of simultaneous

development in scale and premiumization.

This report studies the global Natural & 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 & 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 & Organic Personal Care Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

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

Global Natural & 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 & 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 Cosmetics, 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 & 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 (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 Natural & Organic Personal Care Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Skincare

Hair Care

Oral Care

Cosmetics

Other

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

Women

Men

Baby And Children

Others

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

Plant-based Ingredients

Mineral-based Ingredients

Naturally Derived Ingredients

Others

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

Super 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 Cosmetics

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

Contents

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