

Global Neck Cream 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 Neck Cream market size was valued at US\$ 9283 million in 2025 and is forecast to a readjusted size of US\$ 14252 million by 2032 with a CAGR of 7.2% during review period.

In 2025, global shipments of neck cream products are estimated at approximately 485 million units, with an average selling price of about USD 18.6 per unit. Neck cream is a functional skincare product specifically formulated to address the unique needs of neck skin, which is prone to sagging, dryness, fine lines, and uneven tone. Compared with facial creams, neck creams emphasize improved texture spreadability and targeted concentrations of active ingredients focused on firming, hydration, repair, and early anti-aging benefits. Common actives include peptides, retinol derivatives, hyaluronic acid, botanical extracts, and antioxidants. With the growing adoption of refined skincare routines, neck cream has evolved from a niche product into an important extension of comprehensive facial skincare regimens.

From a market perspective, the neck cream market is transitioning from a niche segment toward broader mainstream adoption, with demand primarily driven by mid-to-high-end skincare consumers and individuals with pronounced anti-aging needs. The market is characterized by relatively fragmented brand concentration and clear differentiation in product positioning, with both established premium brands and emerging functional skincare players contributing to expansion. Industry trends point toward the integration of 'face-and-neck care' concepts, emphasizing gentle yet effective formulations, long-term safety, and multifunctional benefits. Additionally, functional packaging designs such as roller applicators and lifting massage heads are increasingly used to enhance user experience and product premiumization. Market consensus suggests that rising awareness of early anti-aging and neck-specific

skincare will continue to support above-average structural growth for neck cream products.

This report is a detailed and comprehensive analysis for global Neck Cream 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 Neck Cream market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Neck Cream 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 Neck Cream 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 Neck Cream 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 Neck Cream

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 Neck Cream 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 SHISEIDO, NeoStrata, Est?e Lauder Companies, L?Or?al Group, Clarins, Sisley Paris, Valmont Group, Beiersdorf AG, Kao Corporation, Amorepacific Group, etc.

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

Market Segmentation

Neck Cream 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

Fragrance-Free Neck Cream

Fragrant Neck Cream

Market segment by Market Positioning

Mass-market Neck Cream

Mid-to-high-end Neck Cream

Market segment by Skin Type

For Dry Skin

For Oily Skin

For All Skin Types

Market segment by Application

Multi-branded Stores

Exclusive Stores

Supermarket

Online Stores

Others

Major players covered

SHISEIDO

NeoStrata

Est?e Lauder Companies

L?Or?al Group

Clarins

Sisley Paris

Valmont Group

Beiersdorf AG

Kao Corporation

Amorepacific Group

Procter & Gamble

Kenvue Pacific

Natura Biss?

StriVectin

iT Cosmetics

SkinMedica

Tatcha

Mario Badescu

The Hut Group

SkinBetter Science

Revision Skincare

Neocutis

SkinCeuticals

Dr. Brandt Skincare

Maya Chia

DCL Skincare

Formrx

N?cessaire

Alastin Skincare

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 Neck Cream product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Neck Cream, with price, sales quantity, revenue, and global market share of Neck Cream from 2021 to 2026.

Chapter 3, the Neck Cream competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Neck Cream 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 Neck Cream 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 Neck Cream.

Chapter 14 and 15, to describe Neck Cream sales channel, distributors, customers, research findings and conclusion.

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