

Global Non-Woven Facial Mask Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Non-Woven Facial Mask market size is expected to reach \$ 9360 million by 2032, rising at a market growth of 8.2% CAGR during the forecast period (2026-2032).

Non-woven facial masks are disposable skincare products made from non-woven fabrics like polyester, rayon, or blends of natural and synthetic fibers. These fabrics are produced through processes like spunlace, spunbond, and airlaid, giving them characteristics such as softness, high absorbency, and breathability. The mask sheets are soaked in serums or lotions infused with active ingredients like sodium hyaluronate, collagen, ceramides, and various botanical extracts. These masks are designed for convenient application, offering immediate skincare benefits like hydration, brightening, firming, and soothing without the need for rinsing. Non-woven facial masks have become an integral part of everyday skincare routines, especially in Asia, where they originated from the popularity of K-Beauty and J-Beauty. They are widely preferred due to their affordability, convenience, and fast results, making them suitable for quick, at-home skincare. The market has seen innovations like multi-functional masks, eco-friendly materials, and ingredient-rich formulations to cater to various skin concerns and consumer preferences.

The increasing awareness of skincare, particularly among younger generations, is driving the demand for facial masks. In Asia, strong skincare cultures in countries like South Korea, Japan, and China influence global market trends. The rise of online sales channels, especially in China, along with live streaming and influencer marketing, has expanded market reach and effectively engaged younger, trend-driven consumers. Additionally, the growing acceptance of skincare among men, especially in China, is broadening the consumer base. Brands are responding by offering masks tailored to specific skin types and concerns, using ingredients like sodium hyaluronate, collagen,

ceramide, and astaxanthin. Sustainability is also a priority, with manufacturers exploring biodegradable non-woven fabrics and bio-cellulose materials like Bemliese™ by Asahi Kasei for their eco-friendly properties. Multifunctional masks that address various skincare benefits—such as anti-aging, hydration, and brightening—are increasingly popular, catering to busy consumers seeking efficient, comprehensive solutions. These trends collectively shape the evolving global facial mask market.

This report studies the global Non-Woven Facial Mask production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Non-Woven Facial Mask 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 Non-Woven Facial Mask that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Non-Woven Facial Mask total production and demand, 2021-2032, (K Units)

Global Non-Woven Facial Mask total production value, 2021-2032, (USD Million)

Global Non-Woven Facial Mask production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Non-Woven Facial Mask consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Non-Woven Facial Mask domestic production, consumption, key domestic manufacturers and share

Global Non-Woven Facial Mask production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Non-Woven Facial Mask production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Non-Woven Facial Mask production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Non-Woven Facial Mask 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 KOS? Corporation, Dr.LuLuLun Inc., Quality 1st, L&P Cosmetics, LG H&H, L'Oreal, Shanghai Chicmax, Shandong Freda Biotech Co., Ltd (DR.ALVA), JOLA INTERNATIONAL CO., LTD. (TTM), Shanghai CHANDO, 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 Non-Woven Facial Mask 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 Non-Woven Facial Mask Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Non-Woven Facial Mask Market, Segmentation by Type:

Moisturizing Type

Whitening Type

Wrinkle Resistance Type

Other

Global Non-Woven Facial Mask Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

KOS? Corporation

Dr.LuLuLun Inc.

Quality 1st

L&P Cosmetics

LG H&H

L'Oreal

Shanghai Chicmax

Shandong Freda Biotech Co., Ltd (DR.ALVA)

JOLA INTERNATIONAL CO., LTD. (TTM)

Shanghai CHANDO

SYoung Group

Voolga

PROYA

pechoin, Inc.

DR.WU

Yunnan Botanee Bio-technology Group Co.LTD

Procter & Gamble

Estee Lauder

Key Questions Answered:

1. How big is the global Non-Woven Facial Mask market?
2. What is the demand of the global Non-Woven Facial Mask market?
3. What is the year over year growth of the global Non-Woven Facial Mask market?
4. What is the production and production value of the global Non-Woven Facial Mask market?
5. Who are the key producers in the global Non-Woven Facial Mask market?
6. What are the growth factors driving the market demand?

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