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Global Oil-based Cleanser Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Oil-based Cleanser market size is expected to reach $ 6043 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

Oil-based cleansers are facial cleansing and makeup-removing products formulated primarily with oils, synthetic esters, wax-based balm bases, emulsifiers, and mild cleansing additives. They mainly dissolve makeup, sunscreen films, sebum, long-wear foundation, waterproof eye makeup, lip makeup, and daily oil-based pollutants through an oil-dissolving mechanism. These products typically include liquid cleansing oils, solid cleansing balms, oil-based cleansing wipes, and certain oil-to-milk cleansing products. During use, the oil phase is massaged into the skin to fully contact oil-based impurities, and residues are then removed through water emulsification or wiping. Compared with conventional water-based facial cleansers, oil-based cleansers place greater emphasis on removing oil-soluble residues and providing a low-friction cleansing experience, making them an important basic skincare product for makeup users, frequent sunscreen users, sensitive-skin consumers, and double-cleansing users.

The industry value of oil-based cleansers comes from the upgrade of consumer cleansing needs from basic facial cleansing to refined makeup removal and skin barrier-friendly cleansing. As daily sunscreen use becomes more common, long-wear makeup gains popularity, and urban environmental pollution increases, ordinary facial cleansers often struggle to fully remove sunscreen films, foundation, oil, and makeup residues. Oil-based cleansers have therefore become a key preparatory product in skincare routines. Their core competitiveness is not only cleansing power, but also emulsification speed, rinse-off residue, eye-area irritation, makeup-removal friction, and after-use skin feel. In the future, consumers will continue to shift from simply seeking thorough cleansing to also requiring products that are gentle, refreshing, non-drying, non-comedogenic, and

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suitable for long-term use. From a product structure perspective, oil-based cleansers have formed a market landscape in which liquid cleansing oils, solid cleansing balms, cleansing wipes, and other forms coexist. Liquid cleansing oils emphasize spreadability, emulsification efficiency, and large-area removal capability, making them suitable for full-face makeup removal and daily sunscreen cleansing. Solid cleansing balms emphasize portability, a melting balm texture, and strong makeup-removing power, making them suitable for heavy makeup, travel, and premium skincare scenarios. Cleansing wipes emphasize quick wiping and portable emergency use, making them more suitable for outdoor use, partial makeup correction, and low-frequency use. These different formats are not simple substitutes for one another; instead, they form layered competition across cleansing strength, convenience, sensory experience, and consumer price tiers. From a market development perspective, oil-based cleansers still have strong growth potential. Upstream formulations will continue to upgrade around plant oils, synthetic esters, mild emulsification systems, soothing ingredients, and sensitive-skin testing, while downstream demand will mainly come from beauty retail, e-commerce channels, drugstore channels, professional skincare channels, and cross-border consumption. Asian markets place particular emphasis on makeup removal and double-cleansing habits, while European and American markets focus more on sensitive skin, clean beauty, fragrance-free formulas, and barrier care concepts. Future industry growth will concentrate on daily sunscreen removal, pore sebum cleansing, sensitive-skin-friendly formulas, low-irritation eye and lip removal, and cost-effective cleansing balms. Brand competition will also gradually shift from single-product efficacy toward comprehensive competition in formulation safety, user experience, channel efficiency, and repurchase capability.

This report studies the global Oil-based Cleanser production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Oil-based Cleanser 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 Oil-based Cleanser that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Oil-based Cleanser total production and demand, 2021-2032, (K Units)
Global Oil-based Cleanser total production value, 2021-2032, (USD Million)
Global Oil-based Cleanser production by region & country, production, value, CAGR,

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2021-2032, (USD Million) & (K Units), (based on production site)
Global Oil-based Cleanser consumption by region & country, CAGR, 2021-2032 & (K Units)
U.S. VS China: Oil-based Cleanser domestic production, consumption, key domestic manufacturers and share
Global Oil-based Cleanser production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)
Global Oil-based Cleanser production by Removal Method, production, value, CAGR, 2021-2032, (USD Million) & (K Units)
Global Oil-based Cleanser production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Oil-based Cleanser 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 DHC, FANCL, Kao Corporation, KOS?, Ryohin Keikaku, Rohto Pharmaceutical, Shiseido, L'Or?al, Procter & Gamble, Unilever, 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 Oil-based Cleanser 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 Removal Method, 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 Oil-based Cleanser Market, By Region:

United States

China

Europe

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Japan

South Korea

ASEAN

India

Rest of World

Global Oil-based Cleanser Market, Segmentation by Removal Method:

Rinse-Off Oil-Based Cleanser

Wipe-Off No-Rinse Oil-Based Cleanser

Other

Global Oil-based Cleanser Market, Segmentation by Usage Step:

Single-Step Cleansing Oil-Based Cleanser

First-Step Double-Cleansing Oil-Based Cleanser

Other

Global Oil-based Cleanser Market, Segmentation by Product Form:

Liquid Cleansing Oil

Solid Cleansing Balm

Makeup Remover Wipe

Other

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Global Oil-based Cleanser Market, Segmentation by Application:

Full-face Makeup Removal

Daily Sunscreen Removal

Pore Sebum Cleansing

Eye and Lip Local Removal

Others

Companies Profiled:

DHC

FANCL

Kao Corporation

KOS?

Ryohin Keikaku

Rohto Pharmaceutical

Shiseido

L'Or?al

Procter & Gamble

Unilever

The Est?e Lauder Companies

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Kenvue

Beiersdorf

Shanghai Jahwa

Amorepacific

LG Household & Health Care

Banila Co

Anua

Beauty of Joseon

SKIN1004

ma:nyo

Round Lab

Haruharu Wonder

Dear, Klairs

Heimish

Soko Glam

The INKEY List

BYOMA

e.l.f. Beauty

L'Occitane Group

Caudalie

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NAOS

W.S. Badger Company

CHLITINA

NARUKO

Key Questions Answered:
1. How big is the global Oil-based Cleanser market?
2. What is the demand of the global Oil-based Cleanser market?
3. What is the year over year growth of the global Oil-based Cleanser market?
4. What is the production and production value of the global Oil-based Cleanser market?
5. Who are the key producers in the global Oil-based Cleanser market?
6. What are the growth factors driving the market demand?

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