

Skincare Nutritional Serum Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Skincare Nutritional Serum Market was valued at USD 3.8 billion in 2024 and is estimated to grow at a CAGR of 5.9% to reach USD 6.6 billion by 2034. This robust growth can be attributed to the rising consumer inclination toward advanced skincare routines, the proliferation of digital beauty content, and the increasing demand for targeted skin treatments. As skincare becomes an essential part of daily wellness routines, consumers are placing a stronger emphasis on products that deliver tangible results. The shift toward self-care, amplified by online beauty communities, influencer-driven product endorsements, and increased awareness of ingredient efficacy, continues to fuel demand for premium nutritional serums. Consumers are more informed than ever, seeking solutions backed by science and proven ingredients like niacinamide and vitamin C- both known for their role in skin regeneration, brightening, and overall health. The market is also witnessing a significant push from clean beauty trends, with more buyers turning to serums free from harsh chemicals and synthetic additives.

Several factors are accelerating this upward trajectory, including the rise in skin concerns such as acne, hyperpigmentation, and premature aging. With a growing number of individuals experiencing these issues, the demand for customized skincare solutions is on the rise. Nutritional serums are emerging as a go-to product for many, owing to their concentrated formulas that deliver active ingredients directly to the skin. Innovative product development continues to play a key role, with brands launching multifunctional serums that cater to evolving consumer needs. From hydration and repair to brightening and anti-aging, these serums are being crafted to deliver specific, visible improvements in skin texture and tone.

The skincare nutritional serum market is categorized by product type into oil-based, gel-based, and emulsion-based serums. Among these, gel-based serums led the market in 2024, generating USD 1.5 billion in revenue. Gel serums are gaining popularity due to their lightweight consistency, fast absorption, and non-greasy finish-factors that resonate strongly with consumers, especially in warmer climates. Their soothing and cooling properties further boost their appeal, making them a preferred choice for daily use.

By end user, the market is segmented into individuals, professional salons, spas, and dermatological centers. In 2024, the individuals segment captured 64% of the market share, driven by heightened consumer consciousness around skincare. Social media platforms and beauty influencers have significantly shaped skincare preferences, encouraging users to adopt more consistent and customized regimens.

North America skincare nutritional serum market accounted for 74% of global sales in 2024, reaching an estimated USD 810 million. This dominance is driven by the region's strong focus on natural and organic products, a growing interest in preventative skincare, and the increasing popularity of clean beauty alternatives.

Key players operating in the market include Amorepacific, EltaMD, Jeunesse, LifeVantage, NeoStrata, Phyt's, Oskia, Retrouve, Kerastase, Auteur, Monpure, Seavite Bodycare, Fig+Yarrow, Susanne Kaufmann Kosmetik, and The Sabi. These companies are prioritizing the development of high-performance products tailored to specific skincare needs. With consumer expectations evolving, brands are expanding product lines, integrating organic and plant-based ingredients, and leveraging digital platforms to boost engagement. Influencer partnerships, targeted marketing, and personalized skincare offerings are further enabling brands to strengthen their presence and cater to a diverse, health-conscious customer base.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufactures
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis.
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Rising consumer awareness about importance of skin health
 - 3.6.1.2 Rising demand for anti-ageing products
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Adverse reactions or side effects
 - 3.6.2.2 Regulatory standards across different countries
- 3.7 Growth potential analysis
- 3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2034 (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Oil serums
- 5.3 Gel serums
- 5.4 Emulsion serums
- 5.5 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY USAGE, 2021-2034 (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Vitamin serums
- 6.3 Antioxidant serums
- 6.4 Hydrating serums
- 6.5 Anti-aging serums
- 6.6 Brightening serums
- 6.7 Others (anti-acne serum etc.)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY SKIN TYPE, 2021-2034 (USD BILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Normal skin
- 7.3 Dry skin
- 7.4 Oily skin
- 7.5 Combination skin
- 7.6 Sensitive skin

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY PRICE, 2021-2034 (USD BILLION) (MILLION UNITS)

8.1 Key trends

8.2 Low

8.3 Medium

8.4 High

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY CONSUMER GROUP, 2021-2034 (USD BILLION) (MILLION UNITS)

9.1 Key trends

9.2 Male

9.3 Female

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY END USE, 2021-2034 (USD BILLION) (MILLION UNITS)

10.1 Key trends

10.2 Individuals

10.3 Professional salons & spas

10.4 Dermatological centers

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION) (MILLION UNITS)

11.1 Key trends

11.2 Online

11.2.1 E-Commerce sites

11.2.2 Company websites

11.3 Offline

11.3.1 Specialty stores

11.3.2 Mega retail stores

11.3.3 Others

CHAPTER 12 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD BILLION) (MILLION UNITS)

12.1 Key trends

12.2 North America

12.2.1 U.S.

12.2.2 Canada

12.3 Europe

12.3.1 UK

12.3.2 Germany

12.3.3 France

12.3.4 Italy

12.3.5 Spain

12.3.6 Russia

12.4 Asia Pacific

12.4.1 China

12.4.2 India

12.4.3 Japan

12.4.4 South Korea

12.4.5 Australia

12.5 Latin America

12.5.1 Brazil

12.5.2 Mexico

12.6 MEA

12.6.1 UAE

12.6.2 Saudi Arabia

12.6.3 South Africa

CHAPTER 13 COMPANY PROFILES

13.1 Amorepacific

13.2 Auteur

13.3 EltaMD

13.4 Fig+Yarrow

13.5 Jeunesse

13.6 Kerastase

13.7 LifeVantage

13.8 Monpure

13.9 NeoStrata

13.10 Oskia

13.11 Phyt's

13.12 Retrouve

13.13 Seavite Bodycare

13.14 Susanne Kaufmann Kosmetik
13.15 The Sabi

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