

Skincare Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024-2032

<https://marketpublishers.com/r/SC25DF78E1F5EN.html>

Date: February 2025

Pages: 225

Price: US\$ 4,850.00 (Single User License)

ID: SC25DF78E1F5EN

Abstracts

The Global Skincare Products Market was valued at USD 151.8 billion in 2023 and is projected to grow at a CAGR of 5% from 2024 to 2032. This rapid expansion is primarily fueled by evolving consumer behavior, with more individuals prioritizing skincare as part of their overall wellness routine. The increasing awareness of skin health, coupled with the demand for effective solutions addressing anti-aging, hydration, acne, and sun protection, continues to drive market growth. Consumers are becoming more educated about skincare ingredients and benefits, largely due to social media influence, beauty bloggers, and advancements in dermatological research. The rise of personalized skincare, clean beauty, and high-performance formulations has further propelled industry demand, with brands focusing on transparency, sustainability, and science-backed innovations.

Shifting lifestyle trends and growing disposable incomes have also played a crucial role in shaping the skincare industry. The popularity of self-care rituals, fueled by wellness-oriented lifestyles, has encouraged consumers to invest in premium and specialized skincare products. Additionally, the demand for gender-neutral and inclusive skincare solutions has gained traction, with brands expanding their product lines to cater to diverse skin types and concerns. The increasing penetration of e-commerce and direct-to-consumer (DTC) brands has made it easier than ever for consumers to access a wide range of skincare solutions, further driving market expansion.

The market is segmented by product type into facial care, body care, lip care, hair care, and others. Among these, facial care remains the dominant segment, valued at USD 53.7 billion in 2023 and projected to reach USD 83.4 billion by 2032. The soaring demand for cosmetic facial products, such as anti-aging serums, hydrating creams, and

brightening solutions, has contributed to this segment's robust growth. Strong brand positioning, influencer-driven marketing, and technological advancements in skincare formulations have made facial care an essential component of daily routines. Consumers continue to seek multifunctional products that deliver immediate results while improving long-term skin health.

By ingredient type, the skincare products market is categorized into chemical and natural-based formulations. The chemical-based skincare segment leads the market, holding a 64.5% share in 2023. The effectiveness of active ingredients such as retinoids, peptides, and exfoliants in addressing concerns like pigmentation, acne, and aging has solidified their dominance in the industry. Consumers increasingly prefer science-backed formulations that deliver targeted results, contributing to the popularity of advanced chemical-based skincare solutions.

The U.S. skincare products market was valued at USD 23.6 billion in 2023 and is projected to grow at a CAGR of 3.5% between 2024 and 2032. A well-established beauty industry, strong consumer purchasing power, and brand recognition continue to drive market expansion. The rising trend of dermatologist-approved, customized, and luxury skincare products has fueled higher consumer spending in the sector. Growing interest in organic, clean-label, and anti-aging solutions has further strengthened demand for premium skincare innovations, with brands leveraging cutting-edge science to develop high-performance formulations.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 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 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factors affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
- 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Growing awareness about skincare and personal grooming
 - 3.2.1.2 The rising disposable income
 - 3.2.1.3 Innovation in product formulations
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Regulatory compliance and product safety concerns
 - 3.2.2.2 Intense competition and market saturation
- 3.3 Technology & innovation landscape
- 3.4 Growth potential analysis
- 3.5 Regulatory landscape
- 3.6 Pricing analysis

- 3.7 Porter's analysis
- 3.8 PESTEL analysis
- 3.9 Consumer behavior analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 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 PRODUCT TYPE, 2021 – 2032, (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Facial care
 - 5.2.1 Cleansers and toners
 - 5.2.2 Moisturizers and creams
 - 5.2.3 Face masks and serums
 - 5.2.4 Sunscreen and suncare products
 - 5.2.5 Others
- 5.3 Lip care
 - 5.3.1 Lip balms
 - 5.3.2 Lip scrubs
 - 5.3.3 Lip masks
 - 5.3.4 Others
- 5.4 Body care
 - 5.4.1 Body lotions & moisturizer
 - 5.4.2 Body washes and shower gels
 - 5.4.3 Body scrubs and exfoliants
 - 5.4.4 Body oils and serums
 - 5.4.5 Body butters and creams
 - 5.4.6 Others
- 5.5 Haircare
 - 5.5.1 Shampoo
 - 5.5.2 Conditioner
 - 5.5.3 Hair masks
 - 5.5.4 Serum
 - 5.5.5 Others (Perfume, colors, etc.)

5.6 Others (Nailcare, Fragrances, etc.)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY CATEGORY, 2021 – 2032, (USD BILLION) (MILLION UNITS)

6.1 Key trends

6.2 Luxury

6.3 Non-Luxury

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY INGREDIENTS, 2021 – 2032, (USD BILLION) (MILLION UNITS)

7.1 Key trends

7.2 Chemical

7.3 Natural

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2032, (USD BILLION) (MILLION UNITS)

8.1 Key trends

8.2 Online

8.2.1 E-commerce website

8.2.2 Company websites

8.3 Offline

8.3.1 Retail stores

8.3.2 Supermarkets/Hypermarkets

8.3.3 Others (specialty stores, etc.)

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021 – 2032, (USD BILLION) (MILLION UNITS)

9.1 Key trends

9.2 North America

9.2.1 The U.S.

9.2.2 Canada

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 France

- 9.3.4 Italy
- 9.3.5 Spain
- 9.3.6 Russia
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 Australia
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
- 9.6 MEA
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 South Africa

CHAPTER 10 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)

- 10.1 Amorepacific
- 10.2 Avon
- 10.3 Beiersdorf
- 10.4 Chanel
- 10.5 Clarins
- 10.6 Coty
- 10.7 Estee Lauder
- 10.8 Johnson & Johnson
- 10.9 Kao
- 10.10 L'Oreal
- 10.11 LVMH
- 10.12 Mary Kay
- 10.13 P&G
- 10.14 Shiseido
- 10.15 Unilever

I would like to order

Product name: Skincare Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024-2032

Product link: <https://marketpublishers.com/r/SC25DF78E1F5EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SC25DF78E1F5EN.html>