

C-Behauty Products Market Size, Share & Trends Analysis Report By Product (Skin Care, Hair Care, Color Cosmetics, Perfume/Fragrances), By Type (Conventional, Organic), By Gender, By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

t Summary

The global C-beauty products market size was estimated at USD 19.82 billion in 2025 and is projected to reach USD 43.41 billion by 2033, growing at a CAGR of 10.3% from 2026 to 2033. Rising preference for natural and traditional ingredients is significantly shaping the market, as consumers increasingly gravitate toward formulations rooted in herbal science and traditional Chinese medicine (TCM), reinforcing market expansion.

Chinese beauty brands are actively incorporating ingredients such as ginseng, goji berry, snow mushroom, and licorice root, which are widely recognized for their skin-repairing, brightening, and anti-inflammatory properties. According to insights from China Briefing, China's cosmetics and personal care market continues to see strong momentum driven by consumer inclination toward "clean," plant-based, and culturally rooted formulations. This preference is particularly evident among younger consumers who seek products that combine heritage with modern skincare science. As a result, brands are increasingly positioning traditional ingredients within clinically backed formulations, reinforcing trust while differentiating C-beauty offerings in both domestic and international markets.

Rapid product innovation and shorter development cycles are accelerating growth

across the industry, enabling brands to respond quickly to evolving consumer preferences within the market. Chinese beauty companies are leveraging agile manufacturing capabilities, flexible supply chains, and real-time consumer feedback from digital platforms to launch new products at a significantly faster pace compared to global competitors. Brands frequently introduce limited-edition collections, seasonal variants, and reformulated products within short timeframes, maintaining continuous engagement with consumers. This speed-to-market advantage allows companies to test trends efficiently and scale successful formulations quickly, strengthening their competitive positioning in a highly dynamic beauty landscape.

Growing demand for functional and efficacy-driven skincare is further driving market expansion, as consumers increasingly prioritize visible results and ingredient performance over purely aesthetic appeal. Products are now being developed with targeted benefits such as skin barrier repair, anti-pollution protection, brightening, and anti-aging. Chinese consumers, in particular, are becoming more ingredient-aware and are seeking formulations that deliver measurable outcomes supported by dermatological insights. This shift is encouraging brands to invest in research and development, clinical testing, and ingredient transparency, leading to a stronger focus on performance-led skincare solutions that align with evolving consumer expectations.

Integration of beauty technology and AI-driven personalization is transforming how C-beauty brands engage with consumers and develop products across the market. Companies are increasingly using artificial intelligence, skin analysis tools, and data-driven platforms to recommend personalized skincare routines and product combinations. Smart beauty devices, virtual try-on technologies, and AI-powered diagnostic tools are being integrated across both online and offline retail environments, enhancing the consumer experience. This technology-driven approach allows brands to collect detailed consumer insights, refine formulations, and deliver highly customized solutions, reinforcing customer loyalty and improving product efficacy alignment.

Rising global acceptance and export expansion of Chinese brands are significantly contributing to the international market growth, supported by strong export performance and increasing domestic market strength. According to insights from BurdaLuxury, Chinese cosmetics exports exceeded USD 6.5 billion in 2024, reflecting steady expansion into overseas markets. At the same time, domestic brands have strengthened their competitive position, accounting for over 50% share of China's cosmetics market, indicating rising consumer trust and brand maturity. The market is also becoming more competitive and innovation-led, with only around 12% of Chinese beauty brands founded between 2016 and 2020 surviving beyond five years,

highlighting the intensity of competition and the importance of differentiation. This combination of export growth, strong domestic leadership, and market consolidation is enabling leading brands such as Perfect Diary and Florasis to scale internationally across Southeast Asia, Europe, and North America through digital-first strategies and culturally differentiated positioning, reinforcing the shift of C-beauty toward a globally recognized, performance-driven category.

Strong influence of social commerce and digital ecosystems continues to play a central role in driving demand within the market. Platforms such as Douyin, Xiaohongshu, and Taobao are deeply integrated into the consumer purchase journey, enabling seamless product discovery, education, and instant buying. Live-streaming, influencer collaborations, and user-generated content significantly impact purchasing decisions, often driving rapid product sell-outs within hours of launch. This digitally connected ecosystem allows brands to communicate directly with consumers, gather immediate feedback, and refine marketing strategies in real time, making social commerce a critical growth engine for C-beauty products globally and further strengthening the market.

Global C-Beauty Products Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global C-beauty products market based on product, type, gender, distribution channel, and region:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Skin Care

Face Skin Care

Lotions, Face Creams, & Moisturizers

Cleansers & Face Wash

Facial Serums

Sunscreen/Sun Care

Sheet Face Masks

Others (Scrub, etc.)

Body Skin Care

Hair Removal Products

Lotions, Creams, & Moisturizers

Body Sunscreen/Sun Care

Body Scrub

Others (Serum, Oils, etc.)

Hair Care

Shampoo

Conditioner

Oils

Serums

Others (Hair Masks, Peels, Etc.)

Color Cosmetics

Face Color Cosmetics

Foundation

Concealer

Blush and Bronzer

Powder

Others (Highlighter, etc.)

Lip Color Cosmetics

Lipstick

Lip Liner

Lip Gloss

Lip Tint

Others (Lip Powder, Plummer, etc.)

Eye Color Cosmetics

Eye Shadow

Eyeliners

Mascara

Eye Pencil

False Eyelashes

Others (Eye Primer, etc.)

Nail Color Cosmetics

Perfume/Fragrances

Type Outlook (Revenue, USD Million, 2021 - 2033)

Conventional

Organic

Gender Outlook (Revenue, USD Million, 2021 - 2033)

Men

Women

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets & Hypermarkets

Pharmacies & Drugstores

Specialty Beauty Stores

Online / E-Commerce

Others (Dept. Stores, etc.)

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

This report can be delivered to the clients within 5 Business Days

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Regional Outlook

CHAPTER 3. C-BEAUTY PRODUCTS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Analysis
 - 3.2.2. Sales/Retail Channel Analysis
 - 3.2.3. Profit Margin Analysis
- 3.3. Market Dynamics
 - 3.3.1. Driver Impact Analysis
 - 3.3.2. Restraint Impact Analysis
 - 3.3.3. Industry Challenges
 - 3.3.4. Industry opportunities
- 3.4. Industry Analysis Tools
 - 3.4.1. Industry Analysis - Porter's Five Forces
 - 3.4.1.1. Supplier Power
 - 3.4.1.2. Buyer Power
 - 3.4.1.3. Substitution Threat

- 3.4.1.4. Threat from New Entrant
- 3.4.1.5. Competitive Rivalry
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. C-BEAUTY PRODUCTS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. C-Beauty Products Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts, By Product, 2021 - 2033 (USD Million)
 - 5.3.1. Skin Care
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.1.1. Face Skin Care
 - 5.3.1.1.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.1.1.2. Lotions, Face Creams, & Moisturizers
 - 5.3.1.1.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.1.1.3. Cleansers & Face Wash
 - 5.3.1.1.1.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.1.1.4. Facial Serums
 - 5.3.1.1.1.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.1.1.5. Sunscreen/Sun Care
 - 5.3.1.1.1.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.1.1.6. Sheet Face Masks
 - 5.3.1.1.1.6.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.1.1.7. Others
 - 5.3.1.1.1.7.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.2. Body Skin Care
 - 5.3.1.2.1. Hair Removal Products
 - 5.3.1.2.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.1.2.2. Lotions, Creams, & Moisturizers
 - 5.3.1.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

- 5.3.1.2.3. Body Sunscreen/Sun Care
 - 5.3.1.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.1.2.4. Body Scrub
 - 5.3.1.2.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.1.2.5. Others
 - 5.3.1.2.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.2. Hair Care
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2.1.1. Shampoo
 - 5.3.2.1.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2.1.2. Conditioner
 - 5.3.2.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2.1.3. Oils
 - 5.3.2.1.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2.1.4. Serums
 - 5.3.2.1.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2.1.5. Others
 - 5.3.2.1.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3. Color Cosmetics
 - 5.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.1.1. Face Color Cosmetics
 - 5.3.3.1.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.1.1.2. Foundation
 - 5.3.3.1.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.1.1.3. Concealer
 - 5.3.3.1.1.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.1.1.4. Blush and Bronzer
 - 5.3.3.1.1.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.1.1.5. Powder
 - 5.3.3.1.1.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.1.1.6. Others
 - 5.3.3.1.1.6.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.2. Lip Color Cosmetics
 - 5.3.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.2.2. Lipstick
 - 5.3.3.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.2.3. Lip Liner
 - 5.3.3.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.2.4. Lip Gloss

- 5.3.3.2.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.3.2.5. Lip Tint
 - 5.3.3.2.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.3.2.6. Others
 - 5.3.3.2.6.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.3.3. Eye Color Cosmetics
 - 5.3.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.3.2. Eye Shadow
 - 5.3.3.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.3.3. Eye Liner
 - 5.3.3.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.3.4. Mascara
 - 5.3.3.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.3.5. Eye Pencil
 - 5.3.3.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.3.6. False Eyelashes
 - 5.3.3.3.6.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3.3.7. Others
 - 5.3.3.3.7.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.3.4. Nail Color Cosmetics
 - 5.3.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
- 5.3.4. Perfume/Fragrances
 - 5.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 6. C-BEAUTY PRODUCTS MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 6.1. C-Beauty Products Market, By Type: Key Takeaways
- 6.2. Type Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts, By Type, 2021 - 2033 (USD Million)
 - 6.3.1. Conventional
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.2. Organic
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 7. C-BEAUTY PRODUCTS MARKET: GENDER ESTIMATES & TREND ANALYSIS

- 7.1. C-Beauty Products Market, By Gender: Key Takeaways

- 7.2. Gender Movement Analysis & Market Share, 2025 & 2033
- 7.3. Market Estimates & Forecasts, by Gender, 2021 - 2033 (USD Million)
 - 7.3.1. Men
 - 7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 7.3.2. Women
 - 7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 8. C-BEAUTY PRODUCTS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 8.1. C-Beauty Products Market, By Distribution Channel: Key Takeaways
- 8.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033
- 8.3. Market Estimates & Forecasts, by Distribution Channel, 2021 - 2033 (USD Million)
 - 8.3.1. Hypermarkets & Supermarkets
 - 8.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.2. Pharmacies & Drugstores
 - 8.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.3. Specialty Beauty Stores
 - 8.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.4. Online/E-commerce
 - 8.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.5. Others
 - 8.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 9. C-BEAUTY PRODUCTS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 9.1. Regional Movement Analysis & Market Share, 2025 & 2033
- 9.2. North America
 - 9.2.1. U.S.
 - 9.2.1.1. Key country dynamics
 - 9.2.1.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 9.2.2. Canada
 - 9.2.2.1. Key country dynamics
 - 9.2.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 9.2.3. Mexico
 - 9.2.3.1. Key country dynamics
 - 9.2.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.3. Europe

- 9.3.1. Germany
 - 9.3.1.1. Key country dynamics
 - 9.3.1.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.3.2. UK
 - 9.3.2.1. Key country dynamics
 - 9.3.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.3.3. France
 - 9.3.3.1. Key country dynamics
 - 9.3.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.3.4. Italy
 - 9.3.4.1. Key country dynamics
 - 9.3.4.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.3.5. Spain
 - 9.3.5.1. Key country dynamics
 - 9.3.5.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.4. Asia Pacific
 - 9.4.1. China
 - 9.4.1.1. Key country dynamics
 - 9.4.1.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 9.4.2. India
 - 9.4.2.1. Key country dynamics
 - 9.4.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 9.4.3. Japan
 - 9.4.3.1. Key country dynamics
 - 9.4.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 9.4.4. South Korea
 - 9.4.4.1. Key country dynamics
 - 9.4.4.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 9.4.5. Australia & New Zealand
 - 9.4.5.1. Key country dynamics
 - 9.4.5.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.5. Central & South America
 - 9.5.1. Brazil
 - 9.5.1.1. Key country dynamics
 - 9.5.1.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 9.6. Middle East & Africa
 - 9.6.1. South Africa
 - 9.6.1.1. Key country dynamics
 - 9.6.1.2. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 10. C-BEAUTY PRODUCTS MARKET: COMPETITIVE ANALYSIS

10.1. Recent developments & impact analysis, by key market participants

10.2. Company Categorization

10.3. Participant's Overview

10.4. Financial Performance

10.5. Product Portfolios

10.6. Company Market Share Analysis, 2025 (%)

10.7. Company Heat Map Analysis, 2025

10.8. Strategy Mapping

10.9. Company Profiles

10.9.1. Florasis

10.9.1.1. Company Overview

10.9.1.2. Financial Performance

10.9.1.3. Product Portfolios

10.9.1.4. Strategic Initiatives

10.9.2. Perfect Diary

10.9.2.1. Company Overview

10.9.2.2. Financial Performance

10.9.2.3. Product Portfolios

10.9.2.4. Strategic Initiatives

10.9.3. Judydoll

10.9.3.1. Company Overview

10.9.3.2. Financial Performance

10.9.3.3. Product Portfolios

10.9.3.4. Strategic Initiatives

10.9.4. Colorkey

10.9.4.1. Company Overview

10.9.4.2. Financial Performance

10.9.4.3. Product Portfolios

10.9.4.4. Strategic Initiatives

10.9.5. Joocyee

10.9.5.1. Company Overview

10.9.5.2. Financial Performance

10.9.5.3. Product Portfolios

10.9.5.4. Strategic Initiatives

10.9.6. Into You

10.9.6.1. Company Overview

- 10.9.6.2. Financial Performance
- 10.9.6.3. Product Portfolios
- 10.9.6.4. Strategic Initiatives
- 10.9.7. Kaleidos Makeup
 - 10.9.7.1. Company Overview
 - 10.9.7.2. Financial Performance
 - 10.9.7.3. Product Portfolios
 - 10.9.7.4. Strategic Initiatives
- 10.9.8. Girlcult
 - 10.9.8.1. Company Overview
 - 10.9.8.2. Financial Performance
 - 10.9.8.3. Product Portfolios
 - 10.9.8.4. Strategic Initiatives
- 10.9.9. Flower Knows
 - 10.9.9.1. Company Overview
 - 10.9.9.2. Financial Performance
 - 10.9.9.3. Product Portfolios
 - 10.9.9.4. Strategic Initiatives
- 10.9.10. Proya
 - 10.9.10.1. Company Overview
 - 10.9.10.2. Financial Performance
 - 10.9.10.3. Product Portfolios
 - 10.9.10.4. Strategic Initiatives
- 10.9.11. Winona
 - 10.9.11.1. Company Overview
 - 10.9.11.2. Financial Performance
 - 10.9.11.3. Product Portfolios
 - 10.9.11.4. Strategic Initiatives
- 10.9.12. Chando
 - 10.9.12.1. Company Overview
 - 10.9.12.2. Financial Performance
 - 10.9.12.3. Product Portfolios
 - 10.9.12.4. Strategic Initiatives
- 10.9.13. Pechoin
 - 10.9.13.1. Company Overview
 - 10.9.13.2. Financial Performance
 - 10.9.13.3. Product Portfolios
 - 10.9.13.4. Strategic Initiatives
- 10.9.14. Inoherb

- 10.9.14.1. Company Overview
- 10.9.14.2. Financial Performance
- 10.9.14.3. Product Portfolios
- 10.9.14.4. Strategic Initiatives
- 10.9.15. Dr. Yu (Dr. Yu Skincare)
 - 10.9.15.1. Company Overview
 - 10.9.15.2. Financial Performance
 - 10.9.15.3. Product Portfolios
 - 10.9.15.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

- Table 1. C-beauty products market - Key market driver analysis
- Table 2. C-beauty products market - Key market restraint analysis
- Table 3. C-beauty products market estimates & forecast, by product (USD Million)
- Table 4. C-beauty products market estimates & forecast, by type (USD Million)
- Table 5. C-beauty products market estimates & forecast, by gender (USD Million)
- Table 6. C-beauty products market estimates & forecast, by distribution channel (USD Million)
- Table 7. C-beauty products market estimates & forecast, by regions (USD Million)
- Table 8. North America C-beauty products market estimates & forecast, by country (USD Million)
- Table 9. U.S. country dynamics
- Table 10. U.S. C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)
- Table 11. U.S. C-beauty products market estimates & forecast, by product (USD Million)
- Table 12. U.S. C-beauty products market estimates & forecast, by type (USD Million)
- Table 13. U.S. C-beauty products market estimates & forecast, by gender (USD Million)
- Table 14. U.S. C-beauty products market estimates & forecast, by distribution channel (USD Million)
- Table 15. Canada country dynamics
- Table 16. Canada C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)
- Table 17. Canada C-beauty products market estimates & forecast, by product (USD Million)
- Table 18. Canada C-beauty products market estimates & forecast, by type (USD Million)
- Table 19. Canada C-beauty products market estimates & forecast, by gender (USD Million)
- Table 20. Canada C-beauty products market estimates & forecast, by distribution channel (USD Million)
- Table 21. Mexico country dynamics
- Table 22. Mexico C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)
- Table 23. Mexico C-beauty products market estimates & forecast, by product (USD Million)
- Table 24. Mexico C-beauty products market estimates & forecast, by type (USD Million)

Table 25. Mexico C-beauty products market estimates & forecast, by gender (USD Million)

Table 26. Mexico C-beauty products market estimates & forecast, by skin type (USD Million)

Table 27. Mexico C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 28. Europe C-beauty products market estimates & forecast, by country (USD Million)

Table 29. Germany country dynamics

Table 30. Germany C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 31. Germany C-beauty products market estimates & forecast, by product (USD Million)

Table 32. Germany C-beauty products market estimates & forecast, by type (USD Million)

Table 33. Germany C-beauty products market estimates & forecast, by gender (USD Million)

Table 34. Germany C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 35. UK country dynamics

Table 36. UK C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 37. UK C-beauty products market estimates & forecast, by product (USD Million)

Table 38. UK C-beauty products market estimates & forecast, by type (USD Million)

Table 39. UK C-beauty products market estimates & forecast, by gender (USD Million)

Table 40. UK C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 41. France country dynamics

Table 42. France C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 43. France C-beauty products market estimates & forecast, by product (USD Million)

Table 44. France C-beauty products market estimates & forecast, by type (USD Million)

Table 45. France C-beauty products market estimates & forecast, by gender (USD Million)

Table 46. France C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 47. Italy country dynamics

Table 48. Italy C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Million)

Table 49. Italy C-beauty products market estimates & forecast, by product (USD Million)

Table 50. Italy C-beauty products market estimates & forecast, by type (USD Million)

Table 51. Italy C-beauty products market estimates & forecast, by gender (USD Million)

Table 52. Italy C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 53. Spain country dynamics

Table 54. Spain C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 55. Spain C-beauty products market estimates & forecast, by product (USD Million)

Table 56. Spain C-beauty products market estimates & forecast, by type (USD Million)

Table 57. Spain C-beauty products market estimates & forecast, by gender (USD Million)

Table 58. Spain C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 59. Asia Pacific C-beauty products market estimates & forecast, by country (USD Million)

Table 60. China country dynamics

Table 61. China C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 62. China C-beauty products market estimates & forecast, by product (USD Million)

Table 63. China C-beauty products market estimates & forecast, by type (USD Million)

Table 64. China C-beauty products market estimates & forecast, by gender (USD Million)

Table 65. China C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 66. India country dynamics

Table 67. India C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 68. India C-beauty products market estimates & forecast, by product (USD Million)

Table 69. India C-beauty products market estimates & forecast, by type (USD Million)

Table 70. India C-beauty products market estimates & forecast, by gender (USD Million)

Table 71. India C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 72. Japan country dynamics

Table 73. Japan C-beauty products market estimates and forecast, 2021 - 2033 (USD

Million)

Table 74. Japan C-beauty products market estimates & forecast, by product (USD Million)

Table 75. Japan C-beauty products market estimates & forecast, by type (USD Million)

Table 76. Japan C-beauty products market estimates & forecast, by gender (USD Million)

Table 77. Japan C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 78. South Korea country dynamics

Table 79. South Korea C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 80. South Korea C-beauty products market estimates & forecast, by product (USD Million)

Table 81. South Korea C-beauty products market estimates & forecast, by type (USD Million)

Table 82. South Korea C-beauty products market estimates & forecast, by gender (USD Million)

Table 83. South Korea C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 84. Australia & New Zealand country dynamics

Table 85. Australia & New Zealand C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 86. Australia & New Zealand C-beauty products market estimates & forecast, by product (USD Million)

Table 87. Australia & New Zealand C-beauty products market estimates & forecast, by type (USD Million)

Table 88. Australia & New Zealand C-beauty products market estimates & forecast, by gender (USD Million)

Table 89. Australia & New Zealand C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 90. Central & South America C-beauty products market estimates & forecast, by country (USD Million)

Table 91. Brazil country dynamics

Table 92. Brazil C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 93. Brazil C-beauty products market estimates & forecast, by product (USD Million)

Table 94. Brazil C-beauty products market estimates & forecast, by type (USD Million)

Table 95. Brazil C-beauty products market estimates & forecast, by gender (USD

Million)

Table 96. Brazil C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 97. Middle East & Africa C-beauty products market estimates & forecast, by country (USD Million)

Table 98. South Africa country dynamics

Table 99. South Africa C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Table 100. South Africa C-beauty products market estimates & forecast, by product (USD Million)

Table 101. South Africa C-beauty products market estimates & forecast, by type (USD Million)

Table 102. South Africa C-beauty products market estimates & forecast, by gender (USD Million)

Table 103. South Africa C-beauty products market estimates & forecast, by distribution channel (USD Million)

Table 104. Recent developments & impact analysis, by key market participants

Table 105. Company market share, 2025

Table 106. Company heat map analysis

Table 107. Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Figure 1. C-beauty products market segmentation
- Figure 2. Information procurement
- Figure 3. Primary research pattern
- Figure 4. Primary research approaches
- Figure 5. Primary research process
- Figure 6. Market snapshot
- Figure 7. Segment snapshot
- Figure 8. Competitive landscape Snapshot
- Figure 9. Global parent industry and C-beauty products size (USD Million)
- Figure 10. C-beauty products market size, 2021 to 2033 (USD Million)
- Figure 11. C-beauty products market: Penetration & growth prospect mapping
- Figure 12. C-beauty products market: Value chain analysis
- Figure 13. C-beauty products market: Profit-margin analysis
- Figure 14. C-beauty products market: Dynamics
- Figure 15. C-beauty products market: Porter's five forces analysis
- Figure 16. Factors influencing buying decisions for beauty and personal care products
- Figure 17. C-beauty products market: Product movement analysis, 2025 & 2033 (%)
- Figure 18. Skin care products market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 19. Face skin care products market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 20. Lotions, face creams, & moisturizers market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 21. Cleansers & face wash market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 22. Facial serums market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 23. Sunscreen/sun care products market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 24. Sheet face masks market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 25. Other face skin care products market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 26. Body skin care products market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 27. Hair removal products market estimates & forecasts, 2021 - 2033 (USD Million)
- Figure 28. Lotions, creams, & moisturizers market estimates & forecasts, 2021 - 2033

(USD Million)

Figure 29. Body sunscreen/sun care market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 30. Body scrub market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 31. Other body skin care products market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 32. Hair care market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 33. Shampoo market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 34. Conditioner market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 35. Oils market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 36. Serums market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 37. Other hair care products market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 38. Color cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 39. Face color cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 40. Foundation market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 41. Concealer market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 42. Blush and bronzer market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 43. Powder market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 44. Other face color cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 45. Lip color cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 46. Lipstick market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 47. Lip liner market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 48. Lip gloss market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 49. Lip tint market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 50. Others lip color cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 51. Eye color cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 52. Eye shadow market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 53. Eye liner market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 54. Mascara market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 55. Eye pencil market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 56. False eyelashes market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 57. Other eye cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 58. Nail color cosmetics market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 59. Perfume/fragrances market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 60. C-beauty products market: Type movement analysis, 2025 & 2033 (%)

Figure 61. Conventional C-beauty products market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 62. Organic C-beauty products market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 63. C-beauty products market: Gender movement analysis, 2025 & 2033 (%)

Figure 64. Men's C-beauty products market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 65. Women's C-beauty products market estimates & forecasts, 2021 - 2033 (USD Million)

Figure 66. C-beauty products market: Distribution channel movement analysis, 2025 & 2033 (%)

Figure 67. C-beauty products market estimates & forecasts, through hypermarkets & supermarkets, 2021 - 2033 (USD Million)

Figure 68. C-beauty products market estimates & forecasts, through specialty beauty stores, 2021 - 2033 (USD Million)

Figure 69. C-beauty products market estimates & forecasts, through pharmacies & drugstores, 2021 - 2033 (USD Million)

Figure 70. C-beauty products market estimates & forecasts, through online/e-commerce, 2021 - 2033 (USD Million)

Figure 71. C-beauty products market estimates & forecasts, through other distribution channels, 2021 - 2033 (USD Million)

Figure 72. Global fragrance market: Regional outlook, 2025 & 2033, (USD Million)

Figure 73. Regional marketplace: Key takeaways

Figure 74. North America C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 75. U.S. C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 76. Canada C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 77. Mexico C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 78. Europe C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 79. Germany C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 80. UK C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 81. France C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Million)

Figure 82. Italy C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 83. Spain C-beauty products market estimates, 2018 - 2030, (USD Million)

Figure 84. Asia Pacific C-beauty products market estimates, 2018 - 2030, (USD Million)

Figure 85. China C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 86. India C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 87. Japan C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 88. South Korea C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 89. Australia & New Zealand C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 90. Central & South America C-beauty products market estimates, 2018 - 2030, (USD Million)

Figure 91. Brazil C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 92. Middle East & Africa C-beauty products market estimates, 2018 - 2030, (USD Million)

Figure 93. South Africa C-beauty products market estimates and forecast, 2021 - 2033 (USD Million)

Figure 94. Key company categorization

Figure 95. Company market share analysis, 2025

Figure 96. Strategic framework of C-beauty products market

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