

Cosmeceutical Market Size, Share & Trends Analysis Report By Product (Skin Care, Hair Care, Oral Care), By Distribution Channel (Supermarkets & Specialty Stores, Online Platform), By Region (North America, Europe, APAC), And Segment Forecasts, 2025 - 2030

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Abstracts

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Cosmeceutical Market Growth & Trends

The global cosmeceutical market size is anticipated to reach USD 84.6 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 3.9% from 2025 to 2030. The onset of cosmeceuticals has reformed the cosmetic and personal care industry. These products, unlike the makeup products, have the ability to resolve the origin of the imperfections rather than just covering them.

This quality has resulted in a tremendous rise in the demand for the product and increased its share in the cosmetic and personal care industry. Additionally, there has been a remarkable rise in the demand for organic and natural commodities due to awareness regarding harmful side effects of the synthetic elements in these cosmetic products. Manufacturers are seen taking advantage of this trend.

Furthermore, it has been observed that the demand is high among the people of age group 30-45. Over the past decades, decreasing mortality rate has given rise to the aging population all over the globe. People living longer and wanting to retain their youthful appearance is positively impacting the market growth globally. Demand for anti-aging products in order to prevent hair damage, age spots, uneven skin tone, dry skin, and wrinkles is on the rise.

The skin care category dominated the cosmeceutical market with a share of 43.3% in 2018. Exposure to harmful ultraviolet radiations can cause premature skin-aging or can even result in skin cancer. This awareness has increased consumer's focus on protecting their skin by using preventive skincare products. Moreover, demand for multifunctional product is expected to fuel the growth of sun-care cosmetic products in the forecast period. Hair Care is also expected to witness a considerable growth owing to an increase in the demand for products such as hair oil, hair color, shampoo, and conditioner.

Europe held the largest share of 32.2% in 2018. Moreover, the major countries in this region have the largest population of people suffering from dry skin, considering their weather conditions. This is likely to spur the demand for beneficial and multifunctional skin care cosmetic products. Asia Pacific is expected to witness the highest growth among other regions. The market in this region is gaining traction due to widely expanding developing economies.

Key players having a presence in the global market include Johnson & Johnson, Procter & Gamble, Sabinsa Corporation, L'Oréal, Allergan, AVON, Estee Lauder, Unilever, Beiersdorf, and Croda International Plc.

Cosmeceutical Market Report Highlights

Skincare dominated the market with the largest revenue share of 43.2% in 2024. The increasing awareness and demand for anti-aging products, such as serums, creams, and moisturizers, play a significant role in this growth.

Supermarkets and specialty stores dominated the market with the largest revenue share in 2024. These retail channels offer a broad range of cosmeceutical products, providing consumers with the convenience of one-stop shopping.

Europe cosmeceutical industry dominated the global market with the largest revenue share of 77.3% in 2024.

Asia Pacific cosmeceutical industry is expected to grow at the fastest CAGR of 4.1% over the forecast period.

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 Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. COSMECEUTICAL MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 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. COSMECEUTICAL MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Cosmeceutical Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Billion)
 - 5.3.1. Skin Care
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
 - 5.3.2. Hair Care
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
 - 5.3.3. Oral Care
 - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

CHAPTER 6. COSMECEUTICAL MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Cosmeceutical Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Billion)
 - 6.3.1. Supermarket and Specialty stores
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
 - 6.3.2. Online Platform
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

CHAPTER 7. COSMECEUTICAL MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Cosmeceutical Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Billion)
 - 7.3.1. North America
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.1.2. U.S.

7.3.1.2.1. Key country dynamics

7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.1.3. Canada

7.3.1.3.1. Key country dynamics

7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.1.4. Mexico

7.3.1.4.1. Key country dynamics

7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.2. Europe

7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.2.2. UK

7.3.2.2.1. Key country dynamics

7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.2.3. Germany

7.3.2.3.1. Key country dynamics

7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.2.4. France

7.3.2.4.1. Key country dynamics

7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.2.5. Italy

7.3.2.5.1. Key country dynamics

7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.2.6. Spain

7.3.2.6.1. Key country dynamics

7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.3. Asia Pacific

7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.3.2. China

7.3.3.2.1. Key country dynamics

7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.3.3. India

7.3.3.3.1. Key country dynamics

7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.3.4. Japan

7.3.3.4.1. Key country dynamics

7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.3.3.5. Australia

7.3.3.5.1. Key country dynamics

- 7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 7.3.3.6. South Korea
 - 7.3.3.6.1. Key country dynamics
 - 7.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 7.3.4. Latin America
 - 7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
 - 7.3.4.2. Brazil
 - 7.3.4.2.1. Key country dynamics
 - 7.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 7.3.5. Middle East & Africa
 - 7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
 - 7.3.5.2. South Africa
 - 7.3.5.2.1. Key country dynamics
 - 7.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

CHAPTER 8. COSMECEUTICAL MARKET: COMPETITIVE ANALYSIS

- 8.1. Recent Developments & Impact Analysis, by Key Market Participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performance
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
 - 8.9.1. Johnson & Johnson Services, Inc.
 - 8.9.1.1. Company Overview
 - 8.9.1.2. Financial Performance
 - 8.9.1.3. Product Portfolios
 - 8.9.1.4. Strategic Initiatives
 - 8.9.2. Procter & Gamble
 - 8.9.2.1. Company Overview
 - 8.9.2.2. Financial Performance
 - 8.9.2.3. Product Portfolios
 - 8.9.2.4. Strategic Initiatives
 - 8.9.3. Sabinsa
 - 8.9.3.1. Company Overview
 - 8.9.3.2. Financial Performance

- 8.9.3.3. Product Portfolios
- 8.9.3.4. Strategic Initiatives
- 8.9.4. L'Oreal S.A.
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Portfolios
 - 8.9.4.4. Strategic Initiatives
- 8.9.5. AbbVie Inc.
 - 8.9.5.1. Company Overview
 - 8.9.5.2. Financial Performance
 - 8.9.5.3. Product Portfolios
 - 8.9.5.4. Strategic Initiatives
- 8.9.6. Estee Lauder Inc.
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Portfolios
 - 8.9.6.4. Strategic Initiatives
- 8.9.7. Unilever
 - 8.9.7.1. Company Overview
 - 8.9.7.2. Financial Performance
 - 8.9.7.3. Product Portfolios
 - 8.9.7.4. Strategic Initiatives
- 8.9.8. Beiersdorf AG
 - 8.9.8.1. Company Overview
 - 8.9.8.2. Financial Performance
 - 8.9.8.3. Product Portfolios
 - 8.9.8.4. Strategic Initiatives
- 8.9.9. Croda International Plc
 - 8.9.9.1. Company Overview
 - 8.9.9.2. Financial Performance
 - 8.9.9.3. Product Portfolios
 - 8.9.9.4. Strategic Initiatives
- 8.9.10. Kao Corporation
 - 8.9.10.1. Company Overview
 - 8.9.10.2. Financial Performance
 - 8.9.10.3. Product Portfolios
 - 8.9.10.4. Strategic Initiatives

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