

# Herbal Beauty Products Market Size, Share & Trends Analysis Report By Product (Skin Care, Hair Care, Fragrance), By End use (Men, Women), By Distribution Channel, By Region, And Segment Forecasts, 2020 - 2027

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## Abstracts

### Herbal Beauty Products Market Growth & Trends

The global herbal beauty products market size is anticipated to reach USD 117.3 billion by 2027, expanding at a CAGR of 5.2%, according to a new report by Grand View Research, Inc. Rising awareness among consumers regarding herbal cosmetics and associated benefits such as skin healing, smoothing appearance, enhancing and conditioning properties have been driving the market. Herbal cosmetics contain extracts that are made of the plant roots and leaves and are free from synthetic ingredients, which make them suitable for all skin types. At a macro level, increasing spending on beauty and personal care by consumers has been favoring market growth over the years.

Herbal cosmetics emerged as the latest trend within the market in the recent past. As the demand for plant base cosmetics have been increasing, manufacturers are concentrating on achieving green formulations in the premium categories and labeling the ingredients. For example, Blissoma offers a large selection of cosmetics organized by skin type. Their preservative-free cosmetics include natural ingredients like fruit enzymes, and organic herbs, plant-based extracts, and grains.

Consumers worldwide prefer herbal beauty products such as skin care, hair care, and fragrances. Of all these categories, the skin care segment is expected to remain dominant over the forecast period. Rising customer demand for medicinal ingredients in

cosmetics is expected to help market growth over the forecast period to prevent skin and acne problems. Cleanser and toner, cream and lotion, facewash and scrub are sub-segments of the skin care segment.

In recent years, an increasing number of working women population have been driving the demand for herbal beauty products. Women pay more attention to their skin and appearance, which have been encouraging manufacturers in the industry to venture into relatively novel categories such as facial masks, facewash, lotions, and serums.

With regards to sales/distribution channels for herbal beauty products, offline distribution channels such as hypermarkets and drug stores are likely to remain as the most preferred platforms throughout the forecast period. For instance, in April 2018, Rausch Herbal Beauty Products entered into travel retail with Dufry at Zurich. Rausch's product range includes specialist hair and body care items, which are available as sets, travel retail, and body care gift boxes.

Asia Pacific is anticipated to be the fastest growing market, with a CAGR of 6.2% from 2020 to 2027. The growth is mainly attributed to rising cosmetic and personal care spending by the consumers in the region. Based on U.S. Department of Commerce, International Trade Administration report, the per capita yearly spending on personal care products in South Korea and Japan have been increasing every year and was valued at USD 171 and USD 174, respectively, in 2015. Growing inclination of consumers towards plant based cosmetics will drive the market in the region.

### Herbal Beauty Products Market Report Highlights

The skin care segment is expected to grab more than 36.4% share of the overall revenue by 2027. Growing awareness among people about the benefits of herbal cosmetics to improve skin such as slow aging process and long lasting moisturization is driving the segment

In terms of distribution channel, the hypermarkets segment emerged as the largest in 2019, and is expected to retain its position throughout the forecast period

The lockdown situation imposed across the globe has significantly reduced the demand for herbal beauty products among consumers and many cosmetic manufacturers have been closing their production units owing to coronavirus pandemic.



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