

Natural Skin Care Products Market Size, Share & Trends Analysis Report By Type (Mass, Premium), By Product (Facial Care, Body Care), By End-use (Men, Women), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Natural Skin Care Products Market Growth & Trends

The global natural skin care products market size is expected to reach USD 11.87 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 6.6% from 2022 to 2030. Organic products are gaining traction among a growing number of consumers, driven by the rising environmental awareness globally. Usage of organically-sourced ingredients in product formulations is anticipated to surge in the next few years as per the trends observed in skin care product consumption.

Natural skin care products are available in a wide variety of formulations to suit the requirements of a varied set of consumers, irrespective of their skin tone. The demand for herbal or natural skin care products is increasing rapidly owing to their perceived health benefits, such as lack of side effects and higher skin-friendliness. Moreover, natural skin care products also nourish the skin with vital minerals and nutrients, further propelling their demand.

The facial care segment contributed a majority of the share to become the largest division in the market in 2021. Growing skin-related concerns including acne issues, dead skin, open pores, and dull skin, mainly among millennial groups, have led to the

acceptance of natural skin care products. For instance, in April 2020, Tata Harper, a natural skin care brand, launched Water-Lock Moisturizer for the face containing pomegranate enzymes and orange blossom peptides.

The e-commerce segment is expected to register the fastest CAGR from the year 2022 to 2030. E-commerce retail sales are expected to witness substantial gains in the coming years on account of rising consumer spending, growing population, and wide availability of products. In addition, the introduction of mobile shopping apps for natural skin care products such as Amazon, Nykaa, Purpille, Just Herbs and the availability of safe and convenient payment gateways are contributing to the growth of the online retail industry.

The market is consolidated in nature with the presence of a large number of international players and a few regional players. Procter and Gamble; Estee Lauder; Mama Earth; Unilever; Clorox Co.; Honest Co.; The Body Shop; L'Oréal; and FOM London Skincare; Bloomtown are among the prominent players in the market.

Natural Skin Care Products Market Report Highlights

Europe is expected to contribute a majority of the share to become the largest division in the market in 2021. European consumers, most notably in Germany, the U.K., France, and Italy, are becoming increasingly eco-conscious by making product choices based on a company's or brand's sustainability credentials. The increasing preference for eco-friendly natural skin care products is expected to increase the sales of natural skin care products in the upcoming years

The premium segment is projected to register the fastest growth during the forecast period with a CAGR of 6.8% from 2022 to 2030. Innovation in products such as moisturizers, cream and lotion products is likely to propel segment growth. The rising premiumization of skin care products that contain high-quality ingredients is expected to attribute the growing popularity of premium skin care products

During the forecast period, the e-commerce segment is expected to grow the fastest. The increasing availability of a wide range of natural skin care products of different brands, free delivery, and seasonal discount on e-commerce platforms such as Nykaa, and Amazon are among the major reasons driving the segment

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