

Organic Makeup Remover Market Size, Share & Trends Analysis Report By Distribution Channel (Hypermarket & Supermarket, Pharmacies & Drug Stores, E-commerce), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Organic Makeup Remover Market Growth & Trends

The global organic makeup remover market size is anticipated to reach USD 255.2 million by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 6.1% from 2020 to 2027. Increased exposure to chemical makeup removers containing skin irritant ingredients, such as denatured alcohols, parabens, phthalates, mineral oils, phenoxyethanol, and formaldehyde, which result in skin conditions, including open pores, pigmentation, dullness, allergies, and dry skin, has been shifting consumers' preference towards organic makeup removers.

Millennials and Gen Z consumers are the most avid buyers of organic products and they demand greater product transparency. Ethical labels, organic certifications, and ingredient labeling have been among the prominent practices adopted by companies to gain customer's loyalty and trust. For instance, in 2017, Juicy Chemistry, an organic skincare brand that offers various organic makeup remover products, declared that the production and processing of all of its products would be in accordance with COSMOS standards certified by ECOCERT, an organic certified organization. These initiatives by companies boost the demand for organic makeup removers.

Additionally, innovation and new product launches in the marketplace by a number of companies have brought organic makeup removers in the limelight, which is expected



to spur the product demand among consumers. For instance, in June 2020, Mustela, a baby care brand, launched the Organic Essentials family edition. The collection includes organic makeup removers such as Organic Cleansing Gel with Olive Oil and Aloe and Organic Micellar Water with Olive Oil and Aloe. These products are EWG (Environmental Working Group) certified.

The ongoing COVID-19 pandemic is likely to reduce the demand for organic makeup remover across the globe owing to lockdown measures, which has resulted in retail shop closures. There has been a behavioral shift among consumers towards buying beauty and personal care products, wherein consumers are preferring to refrain from trying new organic beauty products and are sticking to purchase essential items required for daily needs. Additionally, people are not very considerate about their grooming and appearance due to stay at home policy implemented by governments in many countries, which has resulted in a decline in the sale of beauty products, including organic makeup remover.

Based on the distribution channel, the e-commerce segment is expected to witness the fastest growth over the forecast period. E-retailers offer a wide range of products, along with information regarding the ingredients and customer reviews, which is driving the segment. Moreover, most of the millennials prefer to reduce efforts by online shopping through private sale websites, such as nykaa.com, mamaearth.com, and wowshampoo.com, which has been boosting the segment growth. In addition, e-retailers opt for strategies, such as content-driven growth and contests approach on their websites to increase online traffic, which has been creating potential customers.

North America dominated the market for organic makeup remover and accounted for 32.8% share of the global revenue in 2019. The region houses a large number of organic product consumers who are ready to try organic products irrespective of the price, which is the major factor driving the market. Moreover, strict regulations and scrutiny in relation to organic products are increasing the demand for organic products among consumers.

Organic Makeup Remover Market Report Highlights

Growing awareness among consumers regarding the ill effects of chemical makeup removers containing skin irritant ingredients, including parabens, phthalates, mineral oils, and other types of chemical surfactants, solubilizers, and emulsifiers, has shifted their preferences to organic and green makeup remover products



By distribution channel, the e-commerce segment is expected to witness the fastest growth throughout the forecast period. The increasing availability of a wide number of organic makeup removers of different brands, free delivery, and seasonal discounts on the e-retailer platform are among the major reasons fueling the segment growth

Asia Pacific is expected to expand at the fastest CAGR of 6.4% from 2020 to 2027. Growing preference for organic makeup remover by millennials, and increasing disposable income, which has been boosting the number of first-time buyers, are expected to drive the market in the region.



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