

Beauty and Personal Care Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global beauty and personal care products market size reached US\$ 481.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 787.8 Billion by 2028, exhibiting a growth rate (CAGR) of 5.12% during 2023-2028.

Beauty and personal care products are widely used to improve the texture and overall appearance of the body. These products comprise cleansing pads, colognes, cotton swabs, deodorants, eye liner, facial tissues, lip glosses, lotions, hand soaps, facial cleansers, body washes, moisturizers, perfumes, shampoos, hair colors, and toothpaste. They assist in nourishing and hydrating the skin while boosting the self-confidence of individuals. They also help stimulate skin metabolism, regulate moisture levels, and protect the skin from ultraviolet (UV) damage. Apart from this, as they prevent wrinkles, sagging, dryness, and acne-related problems while binding free radicals to stimulate collagen, their demand is rising worldwide.

Beauty and Personal Care Products Market Trends:

At present, the growing awareness among the masses about the benefits of using beauty and personal care products represents one of the key factors driving the market. Besides this, there is a rise in the demand for these products made using natural, non-toxic, and organic ingredients across the globe. This, along with the wide availability through online and offline distribution channels, is contributing to the growth of the market. In addition, increasing dental problems among children and adults due to poor eating habits, coupled with the growing traction of herbal oral care products, are positively influencing the market. Moreover, key market players are extensively investing in research and development (R&D) activities to introduce products with medicinal benefits. They are also adopting innovative and unique marketing strategies

to expand their customer base. Apart from this, the rising prevalence of hair thinning, loss of volume, dryness, and other hair-related concerns among the masses are increasing the sales of beauty and personal care products around the world.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global beauty and personal care products market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, product, pricing, distribution channel and end user.

Breakup by Type:

- Conventional
- Organic

Breakup by Product:

- Skin Care
- Hair Care
- Color Cosmetics
- Fragrances
- Others

Breakup by Pricing:

- Mass Products
- Premium Products

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- E-commerce
- Others

Breakup by End User:

- Male
- Female

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Avon Products (Natura & Co), Beiersdorf AG, Colgate-Palmolive Company, Johnson & Johnson, Kao Corporation, L'Oréal S.A., Mary Kay Inc., Procter & Gamble Company, Revlon, Inc. (MacAndrews & Forbes), Shiseido Company Limited, The Estée Lauder Companies Inc. and Unilever plc.

Key Questions Answered in This Report

1. What was the size of the global beauty and personal care products market in 2022?
2. What is the expected growth rate of the global beauty and personal care products

market during 2023-2028?

3. What has been the impact of COVID-19 on the global beauty and personal care products market?
4. What are the key factors driving the global beauty and personal care products market?
5. What is the breakup of the global beauty and personal care products market based on the type?
6. What is the breakup of the global beauty and personal care products market based on the product?
7. What is the breakup of the global beauty and personal care products market based on the pricing?
8. What is the breakup of the global beauty and personal care products market based on the distribution channel?
9. What is the breakup of the global beauty and personal care products market based on the end user?
10. What are the key regions in the global beauty and personal care products market?
11. Who are the key players/companies in the global beauty and personal care products market?

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