

# **Beauty and Personal Care Products Market Report by Type (Conventional, Organic), Product (Skin Care, Hair Care, Color Cosmetics, Fragrances, and Others), Pricing (Mass Products, Premium Products), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, E-commerce, and Others), End User (Male, Female), and Region 2024-2032**

<https://marketpublishers.com/r/BA06135DB3F4EN.html>

Date: March 2024

Pages: 148

Price: US\$ 3,899.00 (Single User License)

ID: BA06135DB3F4EN

## **Abstracts**

The global beauty and personal care products market size reached US\$ 506.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 759.3 Billion by 2032, exhibiting a growth rate (CAGR) of 4.5% during 2024-2032. The changing consumer preferences, an aging population's demand for anti-aging solutions, the rise of natural and organic product trends, and affordability and accessibility of mass-market options are some of the major factors propelling the market.

Beauty and personal care products encompass a vast array of items designed to enhance and maintain one's physical appearance and well-being. These products encompass skincare, cosmetics, haircare, fragrances, and grooming essentials. They serve both functional and aesthetic purposes, offering solutions for cleansing, moisturizing, and protecting the skin, as well as enhancing features and expressing individual style. Beauty and personal care products cater to diverse needs, ages, and preferences, reflecting the ever-evolving standards of beauty and self-expression. These items play a significant role in self-care routines, helping individuals feel confident, comfortable, and empowered in their skin while addressing various cosmetic and hygienic concerns.

The global beauty and personal care products market is experiencing robust growth driven by the increasing focus on personal grooming and appearance enhancement. In line with this, the increasing proliferation of social media, influencer culture, and the desire for selfie-ready looks are pushing individuals to invest more in cosmetics, skincare, and haircare, creating a positive outlook for market expansion. Moreover, the aging population in many countries is fueling the demand for anti-aging and skincare products. In addition to this, the emerging trend towards natural and organic ingredients is gaining momentum, with consumers seeking safer and eco-friendly options, fostering innovation and product development. Furthermore, rising consumer focus on self-care, individual expression, and holistic well-being and the expanding penetration of e-commerce and online retail channels have enhanced access to a global consumer base, presenting lucrative opportunities for market expansion.

#### Beauty and Personal Care Products Market Trends/Drivers:

##### Changing consumer preferences and lifestyle

One of the primary drivers of this market is the evolving preferences and lifestyles of consumers worldwide. As income levels rise and urbanization continues, people are increasingly concerned about their appearance and well-being. This shift is especially prominent in emerging markets where the middle class is growing. With access to a wider variety of products and information, consumers are more conscious of personal grooming and hygiene. This has led to a surge in demand for beauty and personal care items, such as skincare, cosmetics, fragrances, and haircare products. Additionally, the influence of social media and the desire for self-presentation have encouraged consumers to invest in these products, further propelling market growth.

##### Aging population and anti-aging products

The global population is aging, particularly in developed regions. As individuals age, they become more concerned about maintaining youthful skin and appearance. This demographic trend has given rise to a significant demand for anti-aging and skincare products. Consumers are seeking products with ingredients like retinol, hyaluronic acid, and peptides, which claim to reduce the signs of aging. Furthermore, advancements in dermatology and cosmetology have led to the development of innovative anti-aging treatments and products, driving the market forward.

##### Rising trend of natural and organic products

There is a growing awareness among consumers regarding the potential harmful effects of synthetic chemicals found in traditional beauty and personal care products. This awareness has fueled the demand for natural and organic alternatives. Many consumers are now seeking products that contain plant-based ingredients, are cruelty-free, and have sustainable packaging. This shift in consumer preferences has prompted numerous brands to reformulate their products to meet these criteria. As a result, the market has witnessed a surge in the production and availability of natural and organic beauty and personal care items, making it a major driving force behind the industry's growth.

#### Beauty and Personal Care Products Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global beauty and personal care products market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on type, product, pricing, distribution channel and end user.

#### Breakup by Type:

Conventional

Organic

Conventional dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes conventional and organic. According to the report, conventional represented the largest segment.

The demand for conventional beauty and personal care products is propelled by their affordability and accessibility. While natural and organic products are gaining popularity, conventional options are often more budget-friendly, making them attractive to cost-conscious consumers. Additionally, conventional products are readily available in a wider range of retail outlets, including supermarkets and drugstores, making them convenient for consumers who may not have access to specialty stores. Apart from this, some consumers may prefer conventional products for their long-standing trust in established brands and proven formulations, further sustaining demand in this segment of the market.

#### Breakup by Product:

Skin Care

Hair Care  
Color Cosmetics  
Fragrances  
Others

Skin care holds the largest share of the market

A detailed breakup and analysis of the market based on the product has also been provided in the report. This includes skin care, hair care, color cosmetics, fragrances, and others. According to the report, skin care accounted for the largest market share.

The increasing awareness of the importance of skincare routines and self-care practices is fueling the demand for beauty and personal skincare products. Consumers are becoming more educated about the benefits of maintaining healthy skin, extending beyond aesthetics, and encompassing overall well-being, which is boosting the product demand. Moreover, factors such as pollution, stress, and lifestyle choices have made people more conscious of the need for effective skincare products, creating a positive outlook for market expansion. Apart from this, skin care products often serve as preventive measures against skin issues, encouraging individuals to invest in products that protect their skin from environmental damage, early aging signs, and various skin conditions.

Breakup by Pricing:

Mass Products  
Premium Products

Mass products dominate the market

The report has provided a detailed breakup and analysis of the market based on the pricing. This includes mass products and premium products. According to the report, mass products represented the largest segment.

The demand for mass beauty and personal care products caters to budget-conscious consumers who seek quality products without the premium price tag. In line with this, mass-market brands often benefit from economies of scale, allowing them to offer competitive prices while maintaining reasonable product quality, impelling the market growth. Furthermore, mass beauty products are readily available in various retail channels, including supermarkets and drugstores, making them convenient for

consumers seeking quick and convenient shopping experiences. The combination of affordability and accessibility makes mass beauty and personal care products an attractive option for a broad consumer base, bolstering their demand.

#### Breakup by Distribution Channel:

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

Supermarkets and hypermarkets hold the largest share of the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, e-commerce, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

The convenience and one-stop shopping experience offered by supermarkets and hypermarkets make them a popular retail channel among individuals. Consumers appreciate the ability to browse a wide array of products under one roof, making it easy to compare brands and prices. In addition to this, these retail outlets often provide promotional offers and discounts, incentivizing shoppers to purchase beauty and personal care items while doing their regular grocery shopping. This convenience, along with the opportunity to discover new products and the immediate availability of essentials, makes supermarkets and hypermarkets a preferred distribution channel for many consumers.

#### Breakup by End User:

- Male
- Female

Female dominates the market

The report has provided a detailed breakup and analysis of the market based on the end user. This includes male and female. According to the report, female represented the largest segment.

The evolving societal norms and increased awareness of self-care are fueling the demand for beauty and personal care products among females. In recent years, there has been a significant shift towards inclusivity and breaking traditional gender stereotypes, encouraging people of all genders to take care of their appearance and well-being. As a result, beauty and personal care brands have started offering more gender-neutral and gender-specific products, catering to a diverse range of consumers. Furthermore, the rise of grooming trends among men and the promotion of self-expression through beauty products for all genders have further fueled the demand for these items, making them a part of everyday routines for both females and males.

#### 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

Asia-Pacific exhibits a clear dominance, accounting for the largest beauty and personal care products market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia-Pacific accounted for the largest market share.

The Asia Pacific beauty and personal care products market is experiencing remarkable growth, primarily driven by the region's burgeoning middle-class population, urbanization, and increasing disposable incomes. As millions of people transition to urban lifestyles, there is a growing emphasis on personal grooming and appearance. In confluence with this, the influence of social media, celebrity endorsements, and the desire for Westernized beauty standards are propelling the demand for cosmetics, skincare, and hair care products. Additionally, the Asian market is characterized by a strong preference for natural and herbal ingredients, which has led to the development and popularity of products catering to these preferences. These factors combined are fueling the rapid expansion of the beauty and personal care market in the Asia Pacific region.

#### Competitive Landscape:

The global beauty and personal care products market is fiercely competitive, characterized by a multitude of established multinational conglomerates and niche/indie brands. Key players dominate a significant share of the market, leveraging their extensive product portfolios, global reach, and substantial marketing budgets. Simultaneously, the market has witnessed a surge in niche and specialized brands, capitalizing on consumer demand for natural, organic, and cruelty-free products, often with a strong online presence and direct-to-consumer models. E-commerce platforms and social media have democratized market access, enabling smaller players to gain visibility and compete with industry titans. With consumers becoming increasingly discerning and environmentally conscious, the competitive landscape is evolving rapidly, forcing companies to adapt to changing preferences and innovate to maintain their foothold in this dynamic and fast-paced market.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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.  
Unilever plc

#### Recent Developments:

In August 2023, L'Oréal announced that it had completed the acquisition of the distinctive luxury beauty brand, Aesop, in accordance with the terms announced on 3rd April 2023.

In August 2023, Kao Corporation announced that it had signed an agreement to acquire the Bondi Sands, a renowned Australian sun product company that specializes in self-tanning, suncare, skincare, and body products.

In March 2023, Gillette Venus, a wholly owned subsidiary of Procter & Gamble launched its first-ever dermaplaning skincare regimen, complete with a trio of products for an easy three-step dermaplaning routine.

#### Key Questions Answered in This Report

1. What was the size of the global beauty and personal care products market in 2023?
2. What is the expected growth rate of the global beauty and personal care products market during 2024-2032?
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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