

# Halal Cosmetics Market Report by Product Type (Personal Care Products, Color Cosmetics), Distribution Channel (Online, Offline), and Region 2024-2032

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## Abstracts

The global halal cosmetics market size reached US\$ 33.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 71.3 Billion by 2032, exhibiting a growth rate (CAGR) of 8.6% during 2024-2032. The halal cosmetics market is rapidly expanding, driven by a growing global Muslim population, increasing demand for ethically produced products, stringent Halal certification standards, and the effective use of digital marketing and online retail channels.

### Halal Cosmetics Market Analysis:

**Market Growth and Size:** The Halal Cosmetics market is experiencing significant growth, attributed to the expanding global Muslim population and a general shift towards ethical consumerism. The market includes a wide range of products, from personal care to color cosmetics, with Asia Pacific leading as the largest regional segment.

**Major Market Drivers:** Key drivers include the rising demand among the growing Muslim population and the broader consumer base's increasing preference for ethical, natural, and cruelty-free products. The market is also driven by stringent Halal certification standards and the effective use of digital marketing and online retail channels.

**Technological Advancements:** Technological innovations in product formulation and manufacturing processes are enhancing the quality and variety of Halal cosmetics. Advancements in digital marketing and e-commerce are also playing a crucial role in expanding market reach and consumer engagement.

**Industry Applications:** These cosmetics find applications across various segments, including daily personal care, beauty and makeup products, and specialized skincare treatments. This diverse application range caters to different consumer needs while

adhering to Islamic law.

**Key Market Trends:** Trends include a rise in ethical consumerism, increased focus on sustainable and eco-friendly practices, and the growing influence of digital marketing. There is also a trend towards product innovation, with companies expanding their product lines to include a wider range of Halal-certified cosmetics.

**Geographical Trends:** The Asia Pacific region dominates the market, while the Middle East and Africa also hold significant shares due to their large Muslim populations. Europe and North America are witnessing steady growth, driven by the rising Muslim population and the general trend towards ethical beauty products.

**Competitive Landscape:** The market is characterized by both international and local players, with companies engaging in product innovation, geographical expansion, and strengthening their online presence. Collaborations and partnerships are also key strategies for expanding market reach and leveraging local expertise.

**Challenges and Opportunities:** Challenges include ensuring strict compliance with Halal standards and addressing misconceptions about Halal products. However, the growing global demand and untapped potential in non-Muslim-majority regions present significant opportunities for market expansion and diversification.

**Halal Cosmetics Market Trends:**

Increasing Muslim population and growing religious adherence

As adherence to Islamic teachings strengthens, so does the demand for Halal-certified products, which comply with Sharia law by avoiding haram substances, such as alcohol, pork derivatives, and certain animal-based ingredients. This religious adherence fosters a unique consumer segment that is conscientious about the ethical and religious compliance of their cosmetics, making Halal products a necessity rather than a choice. The Halal certification acts as a guarantee of compliance, instilling trust and preference among Muslim consumers. Additionally, the rising income levels among Muslims globally enable greater spending power for Halal beauty products, further fueling market growth. This demographic shift and increased religious adherence drive manufacturers to innovate and expand their Halal product lines to cater to this growing and increasingly influential market segment.

Growing trend of ethical consumerism and awareness of product ingredients

Consumers worldwide, including non-Muslims, are becoming increasingly aware of the ingredients in their beauty products and their ethical implications. Halal cosmetics, known for their stringent guidelines on ingredient purity, animal welfare, and environmentally friendly practices, align well with the growing global demand for

ethically produced, sustainable products. These cosmetics are typically free from harmful chemicals and emphasize natural and organic ingredients, appealing to health-conscious consumers seeking safer, more natural alternatives. This trend is supported by the increasing availability of information and awareness about product contents and manufacturing processes, leading to a more informed consumer base. The overlap between Halal principles and broader ethical consumer values, such as cruelty-free, vegan, and eco-friendly practices, broadens the appeal of the cosmetics beyond the Muslim population.

### Enhanced regulatory framework and certification standards

The development of a more robust regulatory framework and standardization for Halal certification has been instrumental in driving the global market. These regulations and standards provide a clear guideline for manufacturers and reassure consumers about the authenticity and compliance of Halal products. This regulatory environment has helped in mitigating concerns about cross-contamination with non-Halal substances during the manufacturing process, ensuring the integrity and purity of the cosmetics. As a result, consumers have greater confidence in these products, which in turn drives demand. Furthermore, the standardization of Halal certification across different countries has facilitated international trade in the cosmetics, opening up new markets and expanding the global reach of these products.

### Halal Cosmetics Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type and distribution channel.

### Breakup by Product Type:

#### Personal Care Products

Skin Care

Hair Care

Fragrances

Others

#### Color Cosmetics

Face

Eyes

Lips

Nails

Personal care products accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes personal care products (skin care, hair care, fragrances, and others) and color cosmetics (face, eyes, lips, and nails). According to the report, personal care products represented the largest segment.

Personal care products holds the largest share in the Halal Cosmetics market, characterized by a diverse range of products that cater to daily hygiene and grooming needs. This category includes items such as shampoos, soaps, lotions, and dental care products, all formulated in accordance with Islamic principles. The demand for Halal personal care products is driven by their appeal not only to the Muslim population but also to consumers seeking natural, ethical, and cruelty-free alternatives. These products are free from haram substances, including alcohol and pig-derived ingredients, aligning with the ethical and health-conscious preferences of a broad customer base.

On the other hand, the color cosmetics segment in the market, although smaller compared to personal care products, is experiencing notable growth. This segment includes a range of makeup products such as foundations, lipsticks, eyeshadows, and nail polishes, all formulated in line with Halal standards.

Breakup by Distribution Channel:

Online  
Offline

Offline holds the largest share in the industry

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes online and offline. According to the report, offline accounted for the largest market share.

The offline distribution channel remains the largest segment in the market, encompassing a wide range of retail formats including supermarkets, hypermarkets, specialty stores, and beauty salons. This traditional retail approach benefits from direct customer interaction, allowing for physical product examination and immediate purchase. The presence of these cosmetics in these physical stores significantly enhances product visibility and accessibility, especially in regions with large Muslim

populations. Specialty stores, often located in areas with higher concentrations of Muslim communities, offer a curated selection of Halal products, providing a tailored shopping experience.

Furthermore, the online segment of the market, while smaller than the offline segment, is rapidly growing due to the increasing penetration of e-commerce and digital platforms. Online retail offers a convenient and expansive marketplace for Halal cosmetics, catering to a geographically diverse customer base, including those in areas with limited access to physical stores.

#### Breakup by Region:

Asia Pacific

Middle East and Africa

Europe

North America

Latin America

Asia Pacific leads the market, accounting for the largest halal cosmetics market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, Middle East and Africa, Europe, North America, and Latin America. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific region stands as the largest segment in the market, primarily driven by its large Muslim population, particularly in countries, such as Indonesia and Malaysia. This region is not only a significant consumer of Halal products but also a key producer, with numerous local brands and international companies investing in Halal-certified manufacturing facilities. The cultural and religious alignment, coupled with rising disposable incomes and increasing awareness about Halal products, further boost demand. Governments in this region are also actively promoting Halal industries, providing a conducive environment for market growth.

On the contrary, in the Middle East and Africa, the market is robust, driven by a predominantly Muslim population with a strong inclination towards Halal products. The Middle East, in particular, with its affluent consumer base and high per capita spending on beauty and personal care products, presents significant opportunities for Halal cosmetic brands.

Furthermore, Europe's market is growing steadily, fueled by its sizeable Muslim community and the rising trend of ethical and cruelty-free beauty products among the general population. Countries such as the United Kingdom, France, and Germany are leading this growth, with an increasing number of retailers and beauty brands offering Halal-certified products.

On the other hand, in North America, the market is emerging, with the United States and Canada experiencing a growing demand. This growth is attributed to the increasing Muslim population, rising awareness about Halal products, and the general trend towards ethical and cruelty-free beauty products.

On the contrary, the market in Latin America is in a nascent stage but shows potential for growth. Countries like Brazil, with its significant Muslim population and status as a major cosmetics producer, are beginning to explore the Halal segment.

**Leading Key Players in the Halal Cosmetics Industry:**

Major companies are continuously innovating and expanding their product range to include a wider variety of Halal cosmetics. This includes developing new formulations that comply with Halal standards while also catering to current beauty trends.

Companies are focusing on launching products that are not only Halal-certified but also align with other consumer preferences, such as organic, vegan, and cruelty-free attributes. Moreover, key players are expanding their geographical presence, especially in regions with a high Muslim population or a strong demand for ethical and natural cosmetics. This involves establishing partnerships with local distributors, opening new retail outlets, and participating in regional trade shows and exhibitions to increase brand visibility.

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

Clara International Beauty Group

Halal Beauty Cosmetics

INGLOT Cosmetics

INIKA Organic

IVY Beauty Corporation Sdn Bhd

Martha Tilaar Group

PHB Ethical Beauty Ltd.



## Sampure Minerals

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

### Latest News:

15th March 2022: INIKA Organic Becomes the World's First Plastic-Neutral Beauty Brand. From 1 April 2022, INIKA will be the first major makeup offering to be certified 100 per cent Plastic Neutral and, alongside its other certifications (certified natural, organic, vegan, cruelty-free and halal), will be the highest certified natural makeup brand in the world.

15th September 2023: Polish cosmetics company Inglot has launched its first retail store in Pune, the retail conglomerate Apparel Group India, the India franchisee of the Polish brand wrote on social media last week. This marks the brand's 1st store in Pune and the 3rd in India.

31st October, 2023: Martha Tilaar Group, as part of its commitment to environmental conservation, participated in BPOM's Zero Carbon Programme by planting 16,160 mangrove seedlings in North Jakarta. This initiative, aligning with the group's CSR goals, aims to improve local ecosystems and protect against natural damage.

### Key Questions Answered in This Report

1. What was the size of the global halal cosmetics market in 2023
2. What is the expected growth rate of the global halal cosmetics market during 2024-2032
3. What are the key factors driving the global halal cosmetics market?
4. What has been the impact of COVID-19 on the global halal cosmetics market?
5. What is the breakup of the global halal cosmetics market based on the product type?
6. What is the breakup of the global halal cosmetics market based on the distribution channel?
7. What are the key regions in the global halal cosmetics market?
8. Who are the key players/companies in the global halal cosmetics market?

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