

# **Hand Cream Market Report by Product (Repair Hand Cream, Anti-Aging Hand Cream, Whitening Hand Cream, Overnight Hand Cream, and Others), Age Group (Generation X, Baby Boomers, Millennials, Generation Z), Demographic (Male, Female), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Pharma and Drug Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global hand cream market size reached US\$ 466.1 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 736.8 Million by 2032, exhibiting a growth rate (CAGR) of 5.1% during 2024-2032. The rising requirement for hand hygiene in public places is one of the key factors bolstering the market.

### **Hand Cream Market Analysis:**

**Major Market Drivers:** The easy availability of the product via the e-commerce industry is bolstering the market. Additionally, the widespread adoption of organic and vegan ingredients is also acting as a significant growth-inducing factor.

**Key Market Trends:** The introduction of attractive and biodegradable packaging solutions is one of the emerging trends stimulating the overall market. Apart from this, the escalating demand for hand creams that are manufactured by using aromatic fragrances like honey, shea butter, vanilla, aromatherapy,

botanic notes, etc., is also propelling the market.

**Competitive Landscape:** Some of the prominent companies in the global market include Australian Native Botanicals, Beiersdorf AG, Coty Inc., Glossier Inc., Johnson & Johnson, Marks and Spencer plc, Sanofi S.A., Shiseido Company Limited, The Clorox Company, The Procter & Gamble Company, and Unilever plc, among many others.

**Geographical Trends:** Asia Pacific exhibits a clear dominance in the market due to the growing number of promotional campaigns like celebrity endorsements to create brand awareness and retain a competitive edge.

**Challenges and Opportunities:** One of the primary challenges hindering the market is differentiating products. However, the rising focus on unique and high-quality ingredients is expected to fuel the market in the coming years.

## Hand Cream Market Trends:

### Rising Use of Organic Ingredients

The increasing environmental awareness among consumers is bolstering the demand for natural components. Moreover, various brands are also incorporating essential oils, plant-based extracts, and naturally derived emollients to cater to this trend, which is acting as another significant growth-inducing factor. For example, in April 2023, Almora Botanica, a new natural skincare brand that combines Ayurvedic teachings with modern science and adaptogenic ingredients, launched restorative hand cream that is made from natural components sourced from Almora, a region in the Himalayas. According to the hand cream market forecast report, this trend further supports sustainable and ethical sourcing practices in the beauty industry.

### Growing Anti-Aging Benefits

As the global population ages, there is an elevating demand for hand creams that offer anti-aging benefits, which is stimulating the market. Moreover, products are now being formulated with various ingredients, such as peptides, retinol, antioxidants, etc., to combat signs of aging like wrinkles, age spots, loss of elasticity, etc. For example, Neutrogena's rapid wrinkle repair hand cream targets fine lines and enhances skin texture. As per the hand cream market outlook report, this trend addresses the needs of

older consumers looking to maintain youthful hands and reflects a broader focus on comprehensive anti-aging skincare routines.

### Increasing Demand for Personalized Solutions

There is an emerging trend towards targeted and personalized hand care solutions, with brands introducing products tailored to specific skin concerns and consumer preferences. Companies are also utilizing customer feedback and data to create hand creams that address issues like sensitive skin, eczema, or hyperpigmentation. CeraVe's therapeutic hand cream is an example formulated specifically to repair extremely dry and cracked skin. This approach ensures that individuals can find products that precisely meet their individual needs, thereby enhancing user satisfaction and loyalty.

### Global Hand Cream Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with the hand cream market forecast at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on the product, age group, demographic, and distribution channel.

### Breakup by Product:

Repair Hand Cream

Anti-Aging Hand Cream

Whitening Hand Cream

Overnight Hand Cream

Others

Repair hand cream currently exhibits a clear dominance in the market

The report has provided a detailed breakup and analysis of the market based on the product. This includes repair hand cream, anti-aging hand cream, whitening hand cream, overnight hand cream, and others. According to the report, repair hand cream

represented the largest market segmentation.

Repair hand creams are specialized formulations designed to heal and rejuvenate dry, damaged, or cracked hands by providing intense hydration and restoring the skin's natural barrier. For example, RejuvaCare offers a rich blend of shea butter, vitamin E, and hyaluronic acid, ensuring deep hydration and skin renewal. RepairMax by DermaFix introduces a formula enriched with ceramides and aloe vera to soothe and repair irritated skin. As per the hand cream market analysis report, these launches will continue to augment the segment's growth.

Breakup by Age Group:

Generation X

Baby Boomers

Millennials

Generation Z

Currently, generation X holds the largest hand cream market demand

The report has provided a detailed breakup and analysis of the market based on the age group. This includes generation X, baby boomers, millennials, and generation Z. According to the report, generation X represented the largest market segmentation.

Hand creams specifically formulated for generation X focus on addressing the unique skin care needs of individuals in their late 30s to early 50s. They often target signs of aging, such as dryness, fine lines, and loss of elasticity. For example, Neutrogena's Rapid Wrinkle Repair Hand Cream is popular among Gen X users for its anti-aging benefits. It incorporates retinol and hyaluronic acid to smooth wrinkles and deeply hydrate the skin.

Breakup by Demographic:

Male

Female

Female accounted for the majority of the hand cream market share

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

Hand creams designed specifically for women focus on addressing age-related skin concerns such as dryness, fine lines, and loss of firmness while also catering to their busy, multifaceted lifestyles. L'Occitane's Shea Butter Hand Cream is a top choice, offering rich hydration and nourishment with its high concentration of shea butter. It is perfect for combating dryness and maintaining soft, supple skin.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Pharma and Drug Stores

Online Stores

Others

Supermarkets and hypermarkets accounted for the majority of the hand cream market outlook

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, specialty stores, pharma and drug stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest market segmentation.

Hand creams sold through supermarkets and hypermarkets are widely accessible and cater to a broad audience by offering a variety of affordable yet effective options. For instance, Nivea's Intensive Nourishing Hand Cream is a popular choice found in many supermarkets, known for its rich formula that provides deep hydration and long-lasting

moisture.

#### 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 currently dominates the market

The hand cream 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 hand cream market is rapidly growing, driven by increasing awareness of skincare and rising demand for premium products. In this region, Shiseido and Innisfree are highly popular, offering hand creams that cater to various skin needs with a focus on natural ingredients and advanced formulations. Moreover, the inflating number of local brands like Hada Labo, whose Gokujyun Hand Cream has hyaluronic acid to ensure deep and lasting hydration, is positively influencing the regional market.

Competitive Landscape:

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

Australian Native Botanicals

Beiersdorf AG

Coty Inc.

Glossier Inc.

Johnson & Johnson

Marks and Spencer plc

Sanofi S.A.

Shiseido Company Limited

The Clorox Company

The Procter & Gamble Company

Unilever plc

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

#### Hand Cream Market Recent Developments:

May 2024: Aesop, renowned for its premium skincare offerings, introduced Eleos, a hand balm crafted to pamper and replenish tired hands.

April 2024: Tata Harper launched its first-ever hand cream in collaboration with Sky High Farm.

January 2024: Premium goat milk-infused skincare brand Dionis Goat Milk Skincare unveiled an all-new innovative youth-boosting hand cream.

#### Key Questions Answered in This Report

1. How big is the global hand cream market?



2. What is the expected growth rate of the global hand cream market during 2024-2032?
3. What are the key factors driving the global hand cream market?
4. What has been the impact of COVID-19 on the global hand cream market?
5. What is the breakup of the global hand cream market based on the product?
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