

Global Cosmetic Serum Market Growth 2025-2031

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Abstracts

The global Cosmetic Serum market size is predicted to grow from US\$ 14.6 million in 2025 to US\$ 19.1 million in 2031; it is expected to grow at a CAGR of 4.6% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

A cosmetic serum is a product applied externally for a desired cosmetic effect. It is usually a water-based non-greasy and intensive formula that contains a high concentration of active substances.

The Americas occupied the largest share in the cosmetic serum market with more than 37% market share. The US holds the largest market share, followed by the Brazil in the Americas market. The primary reasons influencing the growth of the market in this region is product innovation and technological advancement.

LP Information, Inc. (LPI) ' newest research report, the "Cosmetic Serum Industry Forecast" looks at past sales and reviews total world Cosmetic Serum sales in 2024, providing a comprehensive analysis by region and market sector of projected Cosmetic Serum sales for 2025 through 2031. With Cosmetic Serum sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cosmetic Serum industry.

This Insight Report provides a comprehensive analysis of the global Cosmetic Serum landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cosmetic

Serum portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cosmetic Serum market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cosmetic Serum and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cosmetic Serum.

This report presents a comprehensive overview, market shares, and growth opportunities of Cosmetic Serum market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Skin and Sun Care Serum

Hair Care Serum

Others

Segmentation by Application:

Retail Stores

Specialty Stores

Online Stores

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

P&G

Unilever

Chanel

Shiseido

Estee Lauder

Kao

L'Oreal

LVMH

Amway

Clarins

Markwins Beauty Products

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cosmetic Serum market?

What factors are driving Cosmetic Serum market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cosmetic Serum market opportunities vary by end market size?

How does Cosmetic Serum break out by Type, by Application?

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