

Global Cosmetics E-commerce Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G89FE560C586EN.html>

Date: July 2026

Pages: 158

Price: US\$ 3,660.00 (Single User License)

ID: G89FE560C586EN

Abstracts

The global Cosmetics E-commerce market size is predicted to grow from US\$ 37350 million in 2025 to US\$ 61280 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

Cosmetics e-commerce refers to the online sales and transactions of cosmetics and personal care products through internet platforms, covering multiple categories such as skincare, makeup, perfume, beauty tools, and functional beauty products. This model relies on digital marketing, user data analysis, live streaming sales, and social media seeding to achieve product display, consumer reach, and conversion, while combining logistics and digital payment systems to complete the transaction loop. Cosmetics e-commerce has not only changed the traditional offline counter-based sales structure but also promoted the development of the brand-to-consumer (DTC) model, making the beauty industry more reliant on content-driven, precision marketing, and user experience optimization.

With the increasing global internet penetration rate, the widespread adoption of mobile payments, and the growing influence of social media in consumer decisions, cosmetics e-commerce is becoming a core driver of growth in the beauty industry. Future growth will mainly come from the expansion of the middle class in emerging markets, the solidification of online shopping habits among Generation Z consumers, and the continued development of cross-border e-commerce. Meanwhile, AI-powered virtual makeup try-on, personalized skincare recommendations, KOL/KOC content marketing, and the rise of DTC brands will further enhance conversion efficiency and user engagement. Furthermore, the increasing online penetration of green beauty products, functional skincare, and high-end niche markets is transforming cosmetics e-commerce from a 'channel sales platform' into a 'digital beauty ecosystem,' with significant long-

term growth potential.

LPI (LP Information)' newest research report, the 'Cosmetics E-commerce Industry Forecast' looks at past sales and reviews total world Cosmetics E-commerce sales in 2025, providing a comprehensive analysis by region and market sector of projected Cosmetics E-commerce sales for 2026 through 2032. With Cosmetics E-commerce sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cosmetics E-commerce industry.

This Insight Report provides a comprehensive analysis of the global Cosmetics E-commerce landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Cosmetics E-commerce portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cosmetics E-commerce market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cosmetics E-commerce 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 Cosmetics E-commerce.

This report presents a comprehensive overview, market shares, and growth opportunities of Cosmetics E-commerce market by product type, application, key players and key regions and countries.

Segmentation by Type:

Skin Care

Hair Care

Color Cosmetics

Segmentation by E-commerce Models:

B2C Platform E-commerce

DTC Brand Website E-commerce

Others

Segmentation by Market Structure:

Domestic E-commerce Market

Cross-border E-commerce Market

Segmentation by Application:

Male

Female

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 analyzing the company's coverage, product portfolio, its market penetration.

Est?e Lauder

P&G

Unilever

L'Oréal

Shiseido

Avon

Johnson & Johnson

Sisley

Henkel

Amorepacific

Beiersdorf

Coty

Revlon

Alibaba Group Holding Limited

JD Group

Xiaohongshu Technology Co., Ltd

ByteDance Ltd

Rakuten Beauty

Amazon

Sephora

Douglas Beauty

Notino

Olive Young

Gmarket Beauty

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