

Global Facial Serum Market Growth 2025-2031

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Abstracts

The global Facial Serum market size is predicted to grow from US\$ 1146 million in 2025 to US\$ 1573 million in 2031; it is expected to grow at a CAGR of 5.4% 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 usually a water-based, non-greasy, and intensive formula that contains a high concentration of active substances. Serums can also be oil-based but have an oil-free texture (owing to less concentration of oil in the formulation). The oil-free texture can help them to penetrate deeper.

The eye serums segment accounted for the largest market share. Eye serums provide several beneficial solutions against multiple signs of eye aging such as fine lines, wrinkles, puffiness, dryness, and uneven skin tone.

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

This Insight Report provides a comprehensive analysis of the global Facial 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 Facial Serum

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Facial 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 Facial Serum.

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

Segmentation by Type:

Eye Serums

Blemish and Acne Treatment Serums

Face Sunscreen Serums

Face Moisturizing Serums

Facial Self-Tanning Serums

Other

Segmentation by Application:

Specialty Retail Stores

Department Stores

Hypermarkets, Supermarkets, and Convenience Stores

Other

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.

L'Oreal

P&G

Beiersdorf

Estee lauder

Shiseido

Johnson & Johnson

Kao

LVMH

Amway

Avon Products

Conair

Coty

Clarins

Combe

Chanel

Henkel

Unilever

Revlon

Burberry

Cadiveu Professional USA

Chatters Canada

Edgewell Personal Care

Helen of Troy Limited

Marchesa

Mary Kay

O Boticario

Tom's of Maine

World Hair Cosmetics (Asia)

Key Questions Addressed in this Report

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

What factors are driving Facial Serum market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Facial Serum market opportunities vary by end market size?
How does Facial Serum break out by Type, by Application?

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