

Global Moisturizers For Oily Skin Market Growth 2026-2032

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Abstracts

The global Moisturizers For Oily Skin market size is predicted to grow from US\$ 1179 million in 2025 to US\$ 1503 million in 2032; it is expected to grow at a CAGR of 3.5% from 2026 to 2032.

Moisturizers for oily skin are lightweight, oil-free formulas (gels, lotions) that hydrate without adding shine or clogging pores, using ingredients like hyaluronic acid, glycerin, niacinamide, and clay to control oil, soothe, and balance skin, keeping it healthy and preventing overproduction of sebum, even if it seems counterintuitive.

In 2025, the global production of moisturizers for oily skin is projected to reach 118 million units, with an average price of \$10.2 per unit. Gross profit margins typically range from 55% to 70%.

The upstream supply chain of oily skin moisturizers mainly includes basic oils and moisturizing ingredients such as hyaluronic acid, glycerin, niacinamide, oil-controlling powders, emulsifiers, preservatives, and packaging materials. The quality and stability of the ingredients and active ingredients in refreshing formulas directly affect product differentiation and cost structure. The downstream is key to realizing industry value, with highly diverse consumption scenarios, primarily covering mass skincare consumers, those with problem oily and acne-prone skin, and some dermatological auxiliary care needs. Sales channels are mainly online e-commerce platforms, social e-commerce, and brand-owned official websites, while maintaining stable penetration in beauty collection stores, pharmacies, dermatology clinics, and large supermarkets.

Downstream consumers are highly sensitive to product choices, focusing on non-greasy, non-comedogenic, balanced oil control and hydration, ingredient safety, and cost-effectiveness. Brand reputation, ingredient transparency, and real-world user

feedback significantly influence purchasing decisions. Repurchase rates are high, but brand switching costs are low. Promotional activities and content marketing significantly boost sales.

Industry trends are characterized by lighter formulas, an increased proportion of hydrogel and emulsion textures, an emphasis on oil-water balance, skin barrier repair, and sensitivity protection, and a gradual integration of oil-control, soothing, and anti-acne properties. Simultaneously, the rise of cleansing skincare concepts and ingredient-conscious consumers is driving simplified and non-irritating formulas. Key driving factors include the expanding population of oily and combination skin types, increased skincare awareness among younger consumers, and accelerated new product dissemination through online channels and social media. Obstacles include severe product homogenization, intense price competition, stricter regulations on efficacy claims, and consumer concerns about the safety of certain active ingredients, placing significant cost pressure on brands to continuously invest in R&D and marketing.

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

This Insight Report provides a comprehensive analysis of the global Moisturizers For Oily Skin 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 Moisturizers For Oily Skin portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Moisturizers For Oily Skin market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Moisturizers For Oily Skin 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 Moisturizers For Oily Skin.

This report presents a comprehensive overview, market shares, and growth opportunities of Moisturizers For Oily Skin market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Gel/Jelly Type

Gel Cream Type

Lotion Type

Cream Type

Mousse/Foam Type

Segmentation by Oil Control Mechanism:

Sebum-Suppressing Type

Oil-Absorbing Type

Pore-Minimizing Type

Water-Oil Balancing Type

Segmentation by Usage Scenarios:

Daytime Protective Formula

Nighttime Repairing Formula

Makeup Base Formula

Sports Formula

Segmentation by Application:

Specialty Store

Supermarket

Online Sales

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'Oréal

Kenvue

Unilever

Procter & Gamble

Beiersdorf

The Estée Lauder Companies

Shiseido

Kao

Amorepacific

LG Household & Health Care

Galderma

NAOS

Pierre Fabre

Colgate-Palmolive

Coty

L'Occitane Group

Clarins

LVMH

KOS?

Rohto Pharmaceutical

Natura &Co

Oriflame

Mary Kay

Amway

Revlon

Himalaya Wellness

Emami

Hindustan Unilever

Key Questions Addressed in this Report

What is the 10-year outlook for the global Moisturizers For Oily Skin market?

What factors are driving Moisturizers For Oily Skin market growth, globally and by region?

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

How do Moisturizers For Oily Skin market opportunities vary by end market size?

How does Moisturizers For Oily Skin break out by Type, by Application?

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