

Global Natural & Organic Personal Care Products Market Growth 2026-2032

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Abstracts

The global Natural & Organic Personal Care Products market size is predicted to grow from US\$ 25233 million in 2025 to US\$ 41674 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

Natural & Organic Personal Care Products refer to personal care products used to cleanse, care for, beautify, or improve the condition of human skin, hair, breath, and body odor. These products typically include skincare, haircare, body care, oral care, baby care, deodorant, and men's grooming. The main formulation base of these products is usually plant oils, plant extracts, natural surfactants, mineral components, organically sourced ingredients, or naturally derived functional ingredients. They may also contain auxiliary ingredients within the limits permitted by safety regulations and natural/organic standards. The core characteristics of natural & organic personal care products lie not only in the source of ingredients but also in the product philosophy and supply chain requirements. They typically emphasize natural sources, organic certification, low irritation, no animal testing, environmental friendliness, sustainable packaging, reduced pesticide residues, and avoidance of ingredients considered controversial for human health or the environment. Furthermore, these products are often associated with concepts such as fair trade, sustainable sourcing, no exploitative labor, and corporate social responsibility, reflecting a comprehensive trend towards healthy consumption, environmental responsibility, and ethical consumption. In 2025, the global production of Natural & Organic Personal Care Products is estimated at approximately 1987.2 million units, with an average price of approximately US\$12.98 per unit and a gross profit margin of approximately 73.46%.

North America is the largest market for natural and organic personal care products, accounting for approximately 40% of the market share, followed by the Asia-Pacific

region, accounting for approximately 29%. Major manufacturers include Estee Lauder, L'oreal, Weleda, Burt's Bees, Groupe Rocher, Avon, Shiseido, Amore Pacific, Procter & Gamble, Natura Cosmetics, Johnson & Johnson, L'Occitane, Hain Celestial, Uniliver, Fancl, Mustela, DHC, Pechoin, JALA Group, and Shanghai Jawha. The top three manufacturers account for approximately 15% of the market share.

Against the backdrop of rapidly increasing global consumer awareness of health, environmental responsibility, and ingredient transparency, natural and organic personal care products are transitioning from a niche lifestyle category to the mainstream consumer market. Previously, this market was primarily driven by natural brands such as Weleda, Burt's Bees, Yves Rocher, and L'Occitane. Now, large beauty and personal care groups are accelerating their expansion through their own natural lines, acquired brands, and cleansing and beauty product lines. Consumers are increasingly focused on whether products contain plant-based ingredients, have organic or natural certifications, are suitable for sensitive skin, reduce controversial ingredients, and ensure that packaging and supply chains adhere to sustainability principles. These factors are reshaping the competitive landscape of the skincare, hair care, body care, and baby care markets.

From the demand side, skincare remains the highest-value category in natural and organic personal care, with consumers willing to pay a premium for functions such as anti-allergy, repair, moisturizing, barrier care, and anti-oxidation. Hair care, body cleansing, fragrance, and baby care form the basis for large-scale growth. E-commerce, direct-to-consumer brands, and social media content marketing make it easier for small and medium-sized natural brands to acquire users, while also forcing traditional giants to increase ingredient transparency and environmental commitments. Future industry growth will no longer be solely about expanding the 'natural' concept, but will enter a new phase that emphasizes certification, efficacy, skin feel, stability, and sustainable supply chains. The market challenges are also quite clear. Natural and organic formulas often face issues such as batch stability of raw materials, difficulties in preservative systems, control of odor and skin feel, rising costs, and certification compliance costs. At the same time, consumers are becoming more discerning about concepts like 'natural,' 'organic,' and 'cleansing and beauty,' and market regulators are strengthening their constraints on false green advertising. In the future, companies with ingredient research and development capabilities, sustainable raw material sourcing, sensitive skin verification, certification capabilities, and brand trust assets will have a greater competitive advantage; mass-market natural personal care products will contribute to sales volume, while high-end natural skincare and maternal and infant care will contribute to profit margins, and the industry will exhibit a pattern of simultaneous

development in scale and premiumization.

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

This Insight Report provides a comprehensive analysis of the global Natural & Organic Personal Care Products 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 Natural & Organic Personal Care Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Natural & Organic Personal Care Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Natural & Organic Personal Care Products 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 Natural & Organic Personal Care Products.

This report presents a comprehensive overview, market shares, and growth opportunities of Natural & Organic Personal Care Products market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Skincare

Hair Care

Oral Care

Cosmetics

Other

Segmentation by Consumer Groups:

Women

Men

Baby And Children

Others

Segmentation by Raw Materials:

Plant-based Ingredients

Mineral-based Ingredients

Naturally Derived Ingredients

Others

Segmentation by Application:

Super and Hypermarkets

Specialist Retailers

Online Retailers

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.

Estee Lauder

L'oreal

Weleda

Burt's Bees

Groupe Rocher

Avon

Shiseido

Amore Pacific

Procter & Gamble

Natura Cosmetics

Johnson & Johnson

L'Occitane

Hain Celestial

Unilever

Fancl

Mustela

DHC

Pechoin

JALA Group

Shanghai Jawha

Key Questions Addressed in this Report

What is the 10-year outlook for the global Natural & Organic Personal Care Products market?

What factors are driving Natural & Organic Personal Care Products market growth, globally and by region?

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

How do Natural & Organic Personal Care Products market opportunities vary by end market size?

How does Natural & Organic Personal Care Products break out by Type, by Application?

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