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Global Nicotinamide Mononucleotide (NMN) Cosmetics Market Growth 2026-2032

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Abstracts

The global Nicotinamide Mononucleotide (NMN) Cosmetics market size is predicted to grow from US$ 364 million in 2025 to US$ 1398 million in 2032; it is expected to grow at a CAGR of 21.6% from 2026 to 2032.

The Nicotinamide Mononucleotide (NMN) Cosmetics market refers to the segment of skincare and personal care products in which NMN is used as a core functional active to deliver anti-aging, moisturizing and “skin vitality” benefits. In this context, NMN is positioned as a next-generation derivative of the vitamin B3 family and a direct precursor of NAD?, a coenzyme involved in cellular energy metabolism and DNA repair; patents on NMN-containing cosmetic compositions describe its use to provide long-lasting moisturization and to improve visible signs of skin aging such as wrinkles, sagging and roughness. The market therefore covers any cosmetic product where NMN is deliberately added and highlighted in the formula or marketing story—serums, lotions, creams, facial masks, eye products, hand or body creams, and sometimes specialty items such as biocellulose masks or treatment ampoules—rather than oral supplements or general NAD? boosters, which belong to the nutraceutical category.

The Nicotinamide Mononucleotide (NMN) Cosmetics industry chain runs from upstream suppliers of cosmetic-grade NMN (derived from vitamin B3/nicotinamide and fermentation raw materials), emollients, humectants, surfactants, packaging and mask substrates, through midstream cosmetic formulators and OEM/ODM manufacturers that develop serums, creams, facial masks, eye and body products, to downstream brand owners, e-commerce platforms, pharmacies, beauty retailers, clinics/spas and end-consumers using NMN cosmetics for anti-aging, moisturizing, brightening and “skin vitality” care.

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In 2024, global Nicotinamide Mononucleotide (NMN) Cosmetics production reached approximately 17.4 million units, with an average global market price of around US$ 17.6 per unit. The global single-line production capacity ranges from 500 to1000 k units per year. The industry's gross profit margin is approximately 30%-35%.

United States market for Nicotinamide Mononucleotide (NMN) Cosmetics is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Nicotinamide Mononucleotide (NMN) Cosmetics is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Nicotinamide Mononucleotide (NMN) Cosmetics is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Nicotinamide Mononucleotide (NMN) Cosmetics players cover Natuore Recover, Mirailab Bioscience, Eurea, LUERLING, RubyBerries, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Nicotinamide Mononucleotide (NMN) Cosmetics 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 Nicotinamide Mononucleotide (NMN) Cosmetics portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global

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Nicotinamide Mononucleotide (NMN) Cosmetics market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Nicotinamide Mononucleotide (NMN) Cosmetics 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 Nicotinamide Mononucleotide (NMN) Cosmetics.

This report presents a comprehensive overview, market shares, and growth opportunities of Nicotinamide Mononucleotide (NMN) Cosmetics market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Online

Offline

Segmentation by Application Area:

Facial Care

Body Care

Hair Care

Segmentation by Target Consumer Group:

20s–30s Consumers

30s–40s Consumers

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Men Consumers

Others

Segmentation by Core Functional Claim:

Anti-aging

Hydrating

Brightening

Others

Segmentation by Application:

Facial Mask

Essence

Lotion

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

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- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia
- Middle East & Africa
  - Egypt
  - South Africa
  - Israel
  - Turkey
  - GCC Countries

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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.

Natuore Recover

Mirailab Bioscience

Eurea

LUERLING

RubyBerries

Winkey Technology

GeneHarbor

Bontac

EffePharm

Bloomage Biotechnology

Jiangxi Haiwen Biotechnology

Futide Health Management

Zein

Harbin Fuerjia Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Nicotinamide Mononucleotide (NMN) Cosmetics market?

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What factors are driving Nicotinamide Mononucleotide (NMN) Cosmetics market growth, globally and by region?

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

How do Nicotinamide Mononucleotide (NMN) Cosmetics market opportunities vary by end market size?

How does Nicotinamide Mononucleotide (NMN) Cosmetics break out by Type, by Application?

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