

Global Solid Cleansing Oils Market Growth 2026-2032

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Abstracts

The global Solid Cleansing Oils market size is predicted to grow from US\$ 2755 million in 2025 to US\$ 4880 million in 2032; it is expected to grow at a CAGR of 8.6% from 2026 to 2032.

Solid cleansing oils are solid or balm-form oil-based facial cleansing products that melt upon contact with skin to effectively dissolve makeup, sunscreen, and impurities while maintaining skin barrier integrity. These products are widely used in daily skincare routines, particularly among consumers seeking gentle, travel-friendly, and low-water cleansing solutions. In 2025, the average selling price of solid cleansing oils is approximately US\$22 per unit, with global sales volume reaching around 128 million units. The industry maintains a gross margin of 60%–80%, supported by premium skincare positioning, formulation innovation, and strong consumer adoption of solid-format beauty products.

United States market for Solid Cleansing Oils 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 Solid Cleansing Oils 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 Solid Cleansing Oils is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Solid Cleansing Oils players cover Shiseido, L'Oréal, Estée Lauder, Unilever, Amorepacific, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Solid Cleansing Oils Industry

Forecast” looks at past sales and reviews total world Solid Cleansing Oils sales in 2025, providing a comprehensive analysis by region and market sector of projected Solid Cleansing Oils sales for 2026 through 2032. With Solid Cleansing Oils sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Solid Cleansing Oils industry.

This Insight Report provides a comprehensive analysis of the global Solid Cleansing Oils 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 Solid Cleansing Oils portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Solid Cleansing Oils market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Solid Cleansing Oils 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 Solid Cleansing Oils.

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

Segmentation by Type:

Sensitive Skin

Dry Skin

Combination & Oily Skin

Segmentation by Melting Behavior:

Fast-melting Formulas

Slow-melting / Controlled

Segmentation by Ingredient Origin:

Plant-based Oils

Mixed Natural & Synthetic

Segmentation by Application:

Offline Retail

E-commerce

Professional Beauty Stores

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.

Shiseido

L'Oréal

Estée Lauder

Unilever

Amorepacific

Kao

Procter & Gamble

LVMH

Beiersdorf

LG Household & Health Care

Key Questions Addressed in this Report

What is the 10-year outlook for the global Solid Cleansing Oils market?

What factors are driving Solid Cleansing Oils market growth, globally and by region?

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

How do Solid Cleansing Oils market opportunities vary by end market size?

How does Solid Cleansing Oils break out by Type, by Application?

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