

Facial Cleanser Market: Trends, Opportunities and Competitive Analysis [2024-2030]

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Abstracts

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Facial Cleanser Market Trends and Forecast

The future of the global facial cleanser market looks promising with opportunities in the beauty and personal care market. The global facial cleanser market is expected to reach an estimated \$15.8 billion by 2030 with a CAGR of 6.3% from 2024 to 2030. The major growth drivers for this market are increase in number of working women, increasing disposable income, and changing climatic conditions.

Emerging Trends in the Facial Cleanser Market

Emerging trends, which have a direct impact on the dynamics of the industry, include use of hyaluronic acid and retinols for anti-aging properties, micellar waters for water management, cannabis skincare as antioxidants, and probiotic skincare for delivering good bacteria to the skin.

A total of 107 figures / charts and 68 tables are provided in this 205-page report to help in your business decisions. A sample figure with insights is shown below.

Facial Cleanser Market by Segment

The study includes a forecast for the global facial cleanser market by end use, product type, product form, skin characteristics, gender, and region as follows:

Facial Cleanser Market by End Use [Value (\$B) shipment analysis for 2018 – 2030]:

Personal Use

Commercial Use

Facial Cleanser Market by Product Type [Value (\$B) shipment analysis for 2018 – 2030]:

Foam Type

No Foam type

Solvent Based

Collagen Type

Facial Cleanser Market by Product Foam [Value (\$B) shipment analysis for 2018 – 2030]:

Cream

Oil

Liquid

Others

Facial Cleanser Market by Skin Characteristics [Value (\$B) shipment analysis for 2018 – 2030]:

Oily skin

Dry Skin

Mixed Skin/All Skin Type

Sensitive Skin

Facial Cleanser Market by Gender [Value (\$B) shipment analysis for 2018 – 2030]:

Female

Male

Facial Cleanser Market by Region [Value (\$B) shipment analysis for 2018 – 2030]:

North America

US

Canada

Mexico

Europe

Germany

The United Kingdom

France

Russia

Asia Pacific

China

Japan

India

South Korea

The Rest of the World

Brazil

Argentina

List of Facial Cleanser Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies facial cleanser companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the facial cleanser companies profiled in this report includes.

L'Oreal S.A.

Johnson & Johnson

Beiersdorf AG

Kao Corporation

Shiseido Group Companies

The Estee Lauder Companies Inc.

The Procter & Gamble Company

Unilever

Amore Pacific Corporation

Clarins Group

Avon Products Inc.

LVMH Moet Hennessy Louis Vuitton SE

Coty, Inc.

Caudalie

FANCL Corporation

Facial Cleanser Market Insight

Lucintel forecasts that personal use will remain the largest end use segment and is also expected to witness the highest growth over the forecast period due to increasing awareness of customers on skincare.

Foam type facial cleanser will remain the largest segment and it is expected to witness the highest growth over the forecast period due to its better cleansing and moisturizing properties.

Asia Pacific is expected to remain the largest region and witness the highest growth over the forecast period due to increasing population, increase in number of working women, increasing disposable income, and changing climatic conditions.

Features of Facial Cleanser Market

Market Size Estimates: Facial cleanser market size estimation in terms of value (\$B)

Trend and Forecast Analysis: Market trends (2018-2023) and forecast (2024-2030) by various segments and regions.

Segmentation Analysis: Market size by product type, gender, product form, skin characteristics, and end use industry

Regional Analysis: Facial cleanser market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different end use industry, product form, product type, gender, skin characteristics, and regions for the facial cleanser market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for the facial cleanser market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the facial cleanser market size?

Answer: The global facial cleanser market is expected to reach an estimated \$15.8 billion by 2030.

Q2. What is the growth forecast for facial cleanser market?

Answer: The facial cleanser market is expected to grow at a CAGR of 6.3% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the facial cleanser market?

Answer: The major drivers for this market are increase in number of working women, increasing disposable income, and changing climatic conditions.

Q4. What are the major applications or end use industries for facial cleanser?

Answer: Personal and commercial use are the major end use industries for facial cleanser.

Q5. What are the emerging trends in facial cleanser market?

Answer: Emerging trends, which have a direct impact on the dynamics of the industry, include use of hyaluronic acid and retinols for anti-aging properties, micellar waters for water management, cannabis skincare as antioxidants, and probiotic skincare for delivering good bacteria to the skin.

Q6. Who are the key facial cleanser companies?

Answer: Some of the key facial cleanser companies are as follows:

L'Oreal S.A.

Johnson & Johnson

Beiersdorf AG

Kao Corporation

Shiseido Group Companies

The Estee Lauder Companies Inc.

The Procter & Gamble Company

Unilever

Amore Pacific Corporation

Clarins Group

Avon Products Inc.

LVMH Moët Hennessy Louis Vuitton SE

Coty, Inc.

Caudalie

FANCL Corporation

Q7. Which facial cleanser product segment will be the largest in future?

Answer: Lucintel forecasts that foam type facial cleanser will remain the largest

segment and it is expected to witness the highest growth over the forecast period due to its better cleansing and moisturizing properties

Q8: In facial cleanser market, which region is expected to be the largest in next 5 years?

Answer:Asia Pacific is expected to remain the largest region and witness the highest growth over next 5 years

Q9. Do we receive customization in this report?

Answer:Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1 What are some of the most promising potential, high growth opportunities for the global facial cleanser market by end use (personal use and commercial use), product type (foam type, no foam type, solvent based, and collagen type), product form (cream, oil, liquid, and others), skin characteristics (oily skin, dry skin, mixed skin, and sensitive skin), gender (female and male) and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q. 2 Which segments will grow at a faster pace and why?

Q.3 Which regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the market?

Q.5 What are the business risks and threats to the market?

Q.6 What are the emerging trends in this market and the reasons behind them?

Q.7 What are the changing demands of customers in the market?

Q.8 What are the new developments in the market? Which companies are leading these developments?

Q.9 Who are the major players in this market? What strategic initiatives are being

implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in this area and how big of a threat do they pose for loss of market share via material or product substitution?

Q.11 What M & A activities have taken place in the last 5 years in this market?

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7.5: Shiseido Group Companies

7.6: The Estee Lauder Companies Inc.

7.7: The Procter & Gamble Company

7.8: Unilever

7.9: Amore Pacific Corporation

7.10: Clarins Group

7.11: Avon Products Inc.

7.12: LVMH Moet Hennessy Louis Vuitton SE

7.13: Coty, Inc.

7.14: Caudalie

7.15: FANCL Corporation

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