Market Publishers
+357 96 030922
info@marketpublishers.com

Personal Care Market Forecasts to 2034 – Global Analysis By Product Type (Skin Care Products, Hair Care Products, Oral Care Products, Bath & Shower Products, Fragrances & Deodorants and Baby Care Products), Ingredient Type, Distribution Channel, End User and By Geography

https://marketpublishers.com/r/P358FFEDF172EN.html
Date: July 2026
Pages: 0
Price: US$ 4,150.00 (Single User License)
ID: P358FFEDF172EN

Abstracts

According to Stratistics MRC, the Global Personal Care Market is accounted for $196.3 billion in 2026 and is expected to reach $305.8 billion by 2034 growing at a CAGR of 5.7% during the forecast period. Personal care involves daily habits and products that help individuals maintain cleanliness, grooming, and overall physical well-being. It covers essential routines such as bathing, skincare, hair maintenance, oral hygiene, and general grooming that enhance both health and self-confidence. The sector includes a wide variety of products like soaps, shampoos, creams, deodorants, toothpaste, and beauty items designed to improve personal appearance and hygiene. Increasing awareness about health and hygiene, along with changing lifestyles and higher spending power, has significantly boosted demand worldwide. As a result, personal care has become an important and regular aspect of modern everyday living.

According to the Personal Care Products Council (PCPC, U.S. association), the U.S. cosmetics and personal care industry contributes over USD 90 billion annually to the economy, supporting 3.6 million jobs across manufacturing, retail, and related sectors.

Market Dynamics:

Driver:

Rising health and hygiene awareness

Increasing awareness regarding health and hygiene significantly drives the personal care market, as individuals focus more on maintaining cleanliness and preventing diseases. Greater understanding of skincare, oral care, and grooming practices, supported by education and media exposure, has boosted product usage. Consumers now regularly purchase soaps, hand sanitizers, toothpaste, deodorants, and skincare solutions to maintain personal wellness. The COVID-19 pandemic further reinforced the importance of hygiene practices, turning them into essential daily habits. With continuous awareness growth, people are increasingly adopting personal care products that promote healthier lifestyles, thereby supporting steady expansion of the global personal care industry.

Restraint:

Presence of harmful chemicals and safety concerns

Concerns over the use of harmful chemicals in personal care products significantly restrict market growth. Consumers are becoming more cautious about ingredients like parabens, sulfates, and artificial fragrances, which are linked to skin allergies, irritation, and possible long-term health risks. Increasing awareness of product safety and demand for clean-label and natural formulations has reduced trust in synthetic-based cosmetics. Regulatory authorities are also enforcing stricter guidelines on product composition, limiting manufacturers' flexibility. Moreover, negative perceptions surrounding chemical-based products are pushing consumers toward organic and natural alternatives, thereby slowing the expansion of conventional personal care product segments worldwide.

Opportunity:

Expansion of e-commerce and online retail channels

The fast growth of e-commerce and online retail platforms provides major opportunities for the personal care industry. Consumers are increasingly choosing online shopping because of its convenience, extensive product variety, and easy access to customer reviews. Digital channels enable brands to reach wider audiences without relying solely on physical stores. The integration of social media marketing and influencer promotions further boosts product awareness and sales performance. Emerging and small brands can compete effectively through online marketplaces. In addition, subscription services and direct-to-consumer models are gaining traction, strengthening customer relationships and driving continuous growth in the global personal care market.

Threat:

Intense price competition and margin pressure

Severe price competition between international and local personal care companies represents a major threat to profitability in the market. A large number of brands offering similar skincare, haircare, and hygiene products leads to aggressive discounting and promotional campaigns. This situation significantly reduces profit margins and makes sustainable growth difficult. Both large corporations and smaller regional players compete intensely for consumer attention, often lowering prices to maintain sales. The rise of private-label products from retail chains adds further pressure. Continuous pricing battles restrict companies' ability to invest in innovation and branding, ultimately weakening long-term profitability and overall market stability.

Covid-19 Impact:

The COVID-19 pandemic greatly influenced the personal care industry by changing consumer habits and product demand worldwide. Heightened concern for hygiene significantly increased the consumption of soaps, sanitizers, disinfectants, and oral care products. At the same time, lockdown restrictions and disrupted supply chains negatively impacted production, distribution, and sales of non-essential items like cosmetics and luxury skincare products. The closure of salons and beauty service centers further reduced demand in professional segments. Conversely, online retail platforms saw strong growth as consumers turned to digital shopping. Overall, the pandemic boosted hygiene-related products while severely affecting traditional sales channels and operations.

The skin care products segment is expected to be the largest during the forecast period

The skin care products segment is expected to account for the largest market share during the forecast period because they play a vital role in everyday health and beauty routines. This category includes items such as moisturizers, creams, cleansers, sunscreens, lotions, and serums designed to treat issues like dryness, aging, acne, and sun damage. Increasing awareness about maintaining healthy and attractive skin has driven strong demand across all consumer groups. Innovation in product formulations, especially natural and organic options, has further supported growth. In addition, strong branding, product variety, and easy availability have helped skin care maintain its leading position in the personal care industry.

The online retail & e-commerce segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail & e-commerce segment is predicted to witness the highest growth rate, driven by growing digital usage and evolving consumer purchasing habits. Higher internet access, increased smartphone adoption, and the convenience of doorstep delivery have significantly boosted online product sales. Consumers are increasingly attracted to e-commerce platforms due to broader product selection, attractive pricing, discounts, and access to user reviews. Companies are actively using digital marketing and social media platforms to directly engage customers. Additionally, direct-to-consumer strategies and subscription-based models are accelerating growth, making online retail the most rapidly developing channel in the industry.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to high levels of consumer awareness, strong spending capacity, and the presence of leading global personal care companies. The region benefits from a highly developed retail network and easy access to both premium and mass-market products. Consumers in the United States and Canada increasingly prioritize skincare, haircare, and grooming routines influenced by modern lifestyle choices and self-care practices. Innovation in product development, rising demand for natural and organic formulations, and advanced distribution systems further support market expansion. Moreover, strong promotional strategies and early adoption of emerging beauty trends reinforce the region’s leading position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, supported by rapid urban growth, increasing income levels, and a large population base. Rising awareness of hygiene, grooming, and beauty routines is fueling strong demand across both developing and developed areas. Key countries like China, India, Japan, and South Korea are experiencing notable growth in skincare, haircare, and cosmetic usage. The rapid expansion of online retail platforms and wider availability of global brands are enhancing market reach. Furthermore, social media influence, Kbeauty trends, and a growing young population are driving faster adoption, making the region the fastest-growing globally.

Key players in the market

Some of the key players in Personal Care Market include L'Or?al S.A., Unilever PLC, The Procter & Gamble Company, The Est?e Lauder Companies Inc., LVMH Mo?t Hennessy Louis Vuitton SE, Colgate-Palmolive Company, Beiersdorf AG, Henkel AG & Co. KGaA, Coty Inc., Shiseido Company, Limited, Natura &Co, Kao Corporation, AmorePacific Corporation, Puig Brands, S.A., Revlon, Inc., Avon Products, Inc., Oriflame Cosmetics S.A. and Reckitt Benckiser Group PLC.

Key Developments:

In March 2026, Henkel AG has agreed buy Olaplex Holdings Inc., the hair-care brand that developed a cult following for its shampoos and other treatments, in a $1.4 billion deal. Dusseldorf, Germany-based Henkel will pay $2.06 a share for Olaplex.

In January 2026, Procter & Gamble (P&G) has agreed to change the packaging of its Kid’s Crest toothpaste to accurately depict the correct amount of toothpaste needed for children in Texas, US. The agreement was secured by Texas Attorney General Ken Paxton after he expressed concerns about the amount of fluoride-containing toothpaste depicted on the packaging, which could harm children.

Product Types Covered:

- Skin Care Products
- Hair Care Products
- Oral Care Products
- Bath & Shower Products
- Fragrances & Deodorants
- Baby Care Products

+357 96 030922
info@marketpublishers.com

Ingredient Types Covered:

- Natural & Organic Ingredients
- Synthetic Ingredients
- Specialty Active Ingredients

Distribution Channels Covered:

- Supermarkets & Hypermarkets
- Convenience Stores
- Pharmacies & Drugstores
- Online Retail & E-commerce
- Specialty Stores

End Users Covered:

- Women
- Men
- Children & Infants

Regions Covered:

- North America
  - United States
  - Canada

+357 96 030922
info@marketpublishers.com

- Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Belgium
  - Sweden
  - Switzerland
  - Poland
  - Rest of Europe
- Asia Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia

- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru
- Rest of South America

Rest of the World (RoW)

- Middle East
  - Saudi Arabia
  - United Arab Emirates
  - Qatar
  - Israel
  - Rest of Middle East

Africa

- South Africa
- Egypt
- Morocco
- Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

- Company Profiling

+357 96 030922
info@marketpublishers.com

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

12.18 Reckitt Benckiser Group PLC

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

Table 22 Global Personal Care Market Outlook, By Children & Infants (2023-2034) ($MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Personal Care Market Forecasts to 2034 – Global Analysis By Product Type (Skin Care Products, Hair Care Products, Oral Care Products, Bath & Shower Products, Fragrances & Deodorants and Baby Care Products), Ingredient Type, Distribution Channel, End User and By Geography

Product link: https://marketpublishers.com/r/P358FFEDF172EN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/P358FFEDF172EN.html