

Personal Care and Clean Beauty Market Forecasts to 2032 – Global Analysis By Product (Facial Care, Hair Care, Makeup & Color Cosmetics, Body Care, Oral Care, and Sun Care), Form, Price Range, Consumer Type, Distribution Channel and By Geography

<https://marketpublishers.com/r/P0D44763B988EN.html>

Date: July 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: P0D44763B988EN

Abstracts

According to Statistics MRC, the Global Personal Care and Clean Beauty Market is accounted for \$9.4 billion in 2025 and is expected to reach \$24.8 billion by 2032 growing at a CAGR of 14.8% during the forecast period. Personal Care and Clean Beauty is defined as a segment of the consumer goods industry that emphasizes skincare, haircare, cosmetics, and hygiene products formulated with safe, transparent, and toxin-free ingredients. Clean beauty highlights the exclusion of harmful chemicals like parabens, sulfates, and synthetic fragrances, while promoting natural, vegan, and cruelty-free alternatives. The category integrates personal grooming with ethical and sustainable practices, ensuring products align with consumer demand for transparency and safety. It reflects a holistic approach to beauty, wellness, and self-expression.

According to The Benchmarking Company, the clean beauty market is defined by consumer demand for non-toxic, sustainably sourced ingredients and is moving beyond “free-from” claims to include proven efficacy and tangible results.

Market Dynamics:

Driver:

Rising consumer preference for clean labels

The Personal Care and Clean Beauty Market is being driven by a growing consumer

preference for clean-label products. Modern consumers are increasingly seeking formulations free from harmful chemicals, parabens, sulfates, and artificial fragrances. Fueled by rising awareness of sustainability and health, brands are reformulating products to emphasize natural and ethically sourced ingredients. Additionally, transparency in labeling and eco-certifications has strengthened consumer trust. This trend is encouraging manufacturers to innovate in skincare, haircare, and makeup categories to meet evolving clean-label expectations globally.

Restraint:

Higher costs of sustainable sourcing

A key restraint in the market is the higher costs associated with sustainable and ethically sourced raw materials. Ingredients such as organic botanicals, plant-based actives, and responsibly sourced oils often carry premium pricing. Spurred by these higher procurement costs, manufacturers face pressure on profit margins, especially when competing with conventional formulations. Moreover, sourcing constraints in emerging markets and global supply fluctuations exacerbate pricing challenges. These cost-related barriers slow down adoption of clean and sustainable products among price-sensitive consumers.

Opportunity:

Growing acceptance in men's beauty

An emerging opportunity is the increasing acceptance of personal care and clean beauty products among male consumers. Rising grooming awareness, coupled with social media influence, has driven men to adopt skincare, haircare, and wellness-focused beauty routines. Spurred by demand for natural and ethical formulations, brands are launching gender-neutral and men-specific lines, expanding market reach. Additionally, influencer-led campaigns and lifestyle marketing are helping to normalize clean beauty for men. This opens significant avenues for growth in untapped male segments across regions.

Threat:

Supply chain instability worldwide

Supply chain instability poses a critical threat to the personal care and clean beauty

market. Global sourcing of natural ingredients is vulnerable to climate change, geopolitical tensions, and logistical disruptions. Spurred by shortages of essential oils, plant extracts, and sustainable packaging materials, production timelines are affected. Such disruptions can increase costs, delay product launches, and reduce market competitiveness. Additionally, dependence on specific regions for premium ingredients amplifies vulnerability, compelling companies to diversify suppliers and enhance inventory management strategies to mitigate risks.

Covid-19 Impact:

The Covid-19 pandemic had a dual effect on the market. While in-store retail faced temporary decline due to lockdowns and reduced foot traffic, e-commerce channels surged as consumers shifted to online shopping. Awareness of hygiene and self-care increased demand for skincare, handcare, and wellness products. Spurred by digital marketing campaigns, subscription models, and home-delivery services, clean beauty brands gained traction. Additionally, the pandemic accelerated innovation in multi-functional, safe, and ethical products, reinforcing long-term consumer trust in sustainable formulations.

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

The facial care segment is expected to account for the largest market share during the forecast period, owing to increasing consumer focus on skincare routines. Fueled by anti-aging, brightening, and hydration trends, products such as serums, moisturizers, and masks are witnessing high adoption. The rising influence of social media, skincare influencers, and dermatologist endorsements has strengthened the segment's dominance. Moreover, growth in male grooming and conscious beauty trends contributes to broader consumption, making facial care a leading category across regions globally.

The liquid segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the liquid segment is predicted to witness the highest growth rate, reinforced by consumer preference for easy-to-apply, versatile formulations. Products like liquid cleansers, shampoos, toners, and serums offer convenience and rapid absorption, appealing to urban, busy lifestyles. Spurred by innovations in eco-friendly, refillable, and concentrated liquid products, this segment aligns with sustainable packaging trends. The scalability of liquid formulations for multi-purpose uses further boosts adoption, making it a key growth driver in the global personal care

and clean beauty market.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, ascribed to high population density, rising disposable income, and growing beauty consciousness. Countries such as China, Japan, South Korea, and India are experiencing strong demand for skincare, haircare, and clean beauty products. Fueled by urbanization, digital marketing, and the proliferation of e-commerce platforms, consumers increasingly prefer natural, ethical, and premium personal care offerings. The presence of both multinational brands and local innovators strengthens regional market dominance.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with rising consumer inclination toward clean, natural, and sustainable beauty products. Awareness of health, eco-consciousness, and premium self-care trends is driving adoption of skincare, haircare, and wellness products. Spurred by innovative formulations, influencer campaigns, and robust retail and online distribution channels, brands are rapidly capturing the growing demand. Regulatory support for transparency, certifications, and safety standards further reinforces market growth, making North America a high-growth region globally.

Key players in the market

Some of the key players in Personal Care and Clean Beauty Market include L'Oréal Group, Unilever PLC, Procter & Gamble Co., Estée Lauder Companies Inc., Shiseido Company Limited, Beiersdorf AG, Coty Inc., Johnson & Johnson Services, Inc., Revlon Inc., Amorepacific Corporation, Kao Corporation, Mary Kay Inc., Oriflame Holding AG, Avon Products Inc., Clarins Group, LG Household & Health Care Ltd., The Body Shop International Limited, and Patagonia, Inc.

Key Developments:

In April 2025, Shiseido Company introduced a smart skincare collection featuring AI-driven diagnostics and personalized regimens, leveraging advanced sensors and mobile app integration.

In May 2025, Unilever expanded its Prestige division with acquisitions of emerging clean beauty brands focused on plant-based and clinically-backed natural formulations.

In January 2025, L'Oréal partnered with IBM to develop an AI model for sustainable cosmetics, enhancing formulation processes with renewable ingredients as part of its Digital Transformation Program.

Products Covered:

Facial Care

Hair Care

Makeup & Color Cosmetics

Body Care

Oral Care

Sun Care

Forms Covered:

Liquid

Gel

Powder

Price Ranges Covered:

Mass / Affordable

Premium

Luxury

Consumer Types Covered:

Women

Men

Unisex

Other Consumer Types

Distribution Channels Covered:

Supermarkets / Hypermarkets

Specialty Stores

Online Retail

Pharmacies / Drug Stores

Direct Selling

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2024, 2025, 2026, 2028, and 2032
- 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

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL PERSONAL CARE AND CLEAN BEAUTY MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Facial Care
- 5.3 Hair Care
- 5.4 Makeup & Color Cosmetics
- 5.5 Body Care
- 5.6 Oral Care
- 5.7 Sun Care

6 GLOBAL PERSONAL CARE AND CLEAN BEAUTY MARKET, BY FORM

- 6.1 Introduction
- 6.2 Liquid
- 6.3 Gel
- 6.4 Powder

7 GLOBAL PERSONAL CARE AND CLEAN BEAUTY MARKET, BY PRICE RANGE

- 7.1 Introduction
- 7.2 Mass / Affordable
- 7.3 Premium
- 7.4 Luxury

8 GLOBAL PERSONAL CARE AND CLEAN BEAUTY MARKET, BY CONSUMER TYPE

- 8.1 Introduction
- 8.2 Women
- 8.3 Men
- 8.4 Unisex
- 8.5 Other Consumer Types

9 GLOBAL PERSONAL CARE AND CLEAN BEAUTY MARKET, BY DISTRIBUTION CHANNEL

- 9.1 Introduction
- 9.2 Supermarkets / Hypermarkets
- 9.3 Specialty Stores
- 9.4 Online Retail

9.5 Pharmacies / Drug Stores

9.6 Direct Selling

10 GLOBAL PERSONAL CARE AND CLEAN BEAUTY MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 L'Oréal Group
- 12.2 Unilever PLC
- 12.3 Procter & Gamble Co.
- 12.4 Estée Lauder Companies Inc.
- 12.5 Shiseido Company Limited
- 12.6 Beiersdorf AG
- 12.7 Coty Inc.
- 12.8 Johnson & Johnson Services, Inc.
- 12.9 Revlon Inc.
- 12.10 Amorepacific Corporation
- 12.11 Kao Corporation
- 12.12 Mary Kay Inc.
- 12.13 Oriflame Holding AG
- 12.14 Avon Products Inc.
- 12.15 Clarins Group
- 12.16 LG Household & Health Care Ltd.
- 12.17 The Body Shop International Limited
- 12.18 Patagonia, Inc.

List Of Tables

LIST OF TABLES

- Table 1 Global Personal Care and Clean Beauty Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Personal Care and Clean Beauty Market Outlook, By Product (2024-2032) (\$MN)
- Table 3 Global Personal Care and Clean Beauty Market Outlook, By Facial Care (2024-2032) (\$MN)
- Table 4 Global Personal Care and Clean Beauty Market Outlook, By Hair Care (2024-2032) (\$MN)
- Table 5 Global Personal Care and Clean Beauty Market Outlook, By Makeup & Color Cosmetics (2024-2032) (\$MN)
- Table 6 Global Personal Care and Clean Beauty Market Outlook, By Body Care (2024-2032) (\$MN)
- Table 7 Global Personal Care and Clean Beauty Market Outlook, By Oral Care (2024-2032) (\$MN)
- Table 8 Global Personal Care and Clean Beauty Market Outlook, By Sun Care (2024-2032) (\$MN)
- Table 9 Global Personal Care and Clean Beauty Market Outlook, By Form (2024-2032) (\$MN)
- Table 10 Global Personal Care and Clean Beauty Market Outlook, By Liquid (2024-2032) (\$MN)
- Table 11 Global Personal Care and Clean Beauty Market Outlook, By Gel (2024-2032) (\$MN)
- Table 12 Global Personal Care and Clean Beauty Market Outlook, By Powder Table (2024-2032) (\$MN)
- Table 13 Global Personal Care and Clean Beauty Market Outlook, By Price Range (2024-2032) (\$MN)
- Table 14 Global Personal Care and Clean Beauty Market Outlook, By Mass / Affordable (2024-2032) (\$MN)
- Table 15 Global Personal Care and Clean Beauty Market Outlook, By Premium (2024-2032) (\$MN)
- Table 16 Global Personal Care and Clean Beauty Market Outlook, By Luxury (2024-2032) (\$MN)
- Table 17 Global Personal Care and Clean Beauty Market Outlook, By Consumer Type (2024-2032) (\$MN)

Table 18 Global Personal Care and Clean Beauty Market Outlook, By Women (2024-2032) (\$MN)

Table 19 Global Personal Care and Clean Beauty Market Outlook, By Men (2024-2032) (\$MN)

Table 20 Global Personal Care and Clean Beauty Market Outlook, By Unisex (2024-2032) (\$MN)

Table 21 Global Personal Care and Clean Beauty Market Outlook, By Other Consumer Types (2024-2032) (\$MN)

Table 22 Global Personal Care and Clean Beauty Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 23 Global Personal Care and Clean Beauty Market Outlook, By Supermarkets / Hypermarkets (2024-2032) (\$MN)

Table 24 Global Personal Care and Clean Beauty Market Outlook, By Specialty Stores (2024-2032) (\$MN)

Table 25 Global Personal Care and Clean Beauty Market Outlook, By Online Retail (2024-2032) (\$MN)

Table 26 Global Personal Care and Clean Beauty Market Outlook, By Pharmacies / Drug Stores (2024-2032) (\$MN)

Table 27 Global Personal Care and Clean Beauty Market Outlook, By Direct Selling (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Personal Care and Clean Beauty Market Forecasts to 2032 – Global Analysis By Product (Facial Care, Hair Care, Makeup & Color Cosmetics, Body Care, Oral Care, and Sun Care), Form, Price Range, Consumer Type, Distribution Channel and By Geography

Product link: <https://marketpublishers.com/r/P0D44763B988EN.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/P0D44763B988EN.html>