

Personalized Beauty & DNA-Based Skincare Market Forecasts to 2032 – Global Analysis By Product (DNA-Based Skincare Products, Personalized Serums & Creams, DNA-Based Haircare Products, Nutrigenomics-Linked Supplements and Other Products), Service Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Personalized Beauty & DNA-Based Skincare Market is accounted for \$9.2 billion in 2025 and is expected to reach \$15.11 billion by 2032 growing at a CAGR of 7.3% during the forecast period. Personalized beauty and DNA-based skincare refer to customized cosmetic and skincare solutions designed according to an individual's unique genetic makeup, skin type, and lifestyle factors. This approach uses genetic testing to analyze specific DNA markers related to skin traits such as collagen production, pigmentation, sensitivity, and aging tendencies. Based on these insights, tailored skincare products and regimens are developed to target each person's specific needs, enhancing effectiveness and long-term results. By combining biotechnology, genomics, and data-driven analysis, personalized beauty and DNA-based skincare enable a more precise, preventive, and science-backed approach to maintaining healthy, youthful, and radiant skin.

Market Dynamics:

Driver:

Advances in genomics, microbiome research, and AI diagnostics

Genomics microbiome research and AI diagnostics are boosting adoption of personalized skincare solutions. DNA sequencing and microbiome profiling enable highly customized formulations tailored to individual skin needs. AI-powered diagnostics enhance precision by analyzing skin conditions and predicting treatment outcomes. Consumers are increasingly seeking science-backed solutions that deliver measurable results. This driver continues to anchor innovation and differentiation in the beauty industry.

Restraint:

High cost of DNA testing and personalized formulations

High cost of DNA testing and personalized formulations is limiting accessibility for mass-market consumers. Advanced sequencing technologies and customized product development require significant investment. Price-sensitive regions face challenges in scaling personalized beauty offerings. Limited affordability reduces penetration despite strong consumer interest. This restraint continues to constrain widespread commercialization of DNA-based skincare.

Opportunity:

Integration with AR/VR for virtual skin consultations

AR and VR for virtual skin consultations are enhancing consumer engagement and accessibility. Virtual tools allow real-time skin analysis and product recommendations without physical visits. Brands are leveraging immersive technologies to deliver personalized experiences at scale. Integration with e-commerce platforms is accelerating direct-to-consumer adoption. This opportunity is unlocking new revenue streams and strengthening digital transformation in beauty.

Threat:

Standardization of DNA-based skincare claims

Standardization of DNA-based skincare claims is constraining regulatory approval and consumer confidence. Lack of harmonized guidelines leads to inconsistent product claims and marketing practices. Regulatory bodies are increasingly scrutinizing scientific validity and safety of DNA-driven formulations. Brands face challenges in differentiating offerings while maintaining compliance. This threat continues to limit

scalability and long-term trust in personalized skincare.

Covid-19 Impact:

Covid-19 disrupted retail channels and accelerated digital adoption in the personalized beauty market. Covid-19 boosted demand for online consultations and DNA-based skincare platforms. Lockdowns restricted access to physical stores and dermatology clinics, driving consumers toward digital-first solutions. Brands responded by scaling e-commerce, tele-dermatology, and at-home testing kits. Post-pandemic recovery is fostering hybrid models that combine digital diagnostics with in-person treatments. This impact continues to reshape consumer behavior and accelerate digital transformation in beauty.

The online direct-to-consumer platforms segment is expected to be the largest during the forecast period

The online direct-to-consumer platforms segment is expected to account for the largest market share during the forecast period due to rising digital adoption and convenience. Online direct-to-consumer platforms are driving growth in DNA-based skincare distribution. Consumers benefit from personalized recommendations, subscription models, and seamless delivery. Integration with AI diagnostics and AR consultations is boosting engagement and retention. Brands are increasingly prioritizing direct channels to strengthen customer relationships and data insights.

The wellness & aesthetic centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the wellness & aesthetic centers segment is predicted to witness the highest growth rate owing to rising demand for professional-grade DNA-based skincare. Wellness and aesthetic centers are driving adoption of personalized formulations through in-clinic diagnostics. Consumers seek expert guidance and premium treatments that combine science with aesthetics. Integration of DNA testing with dermatology and cosmetic services is boosting credibility. Partnerships between clinics and beauty brands are accelerating commercialization. This segment is expected to outpace others due to its alignment with premiumization and consumer trust.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share due to advanced infrastructure and high consumer awareness. North America is driving adoption of DNA-based skincare through strong demand for personalized beauty solutions. Leading brands and startups are investing in genomics and AI-driven diagnostics. Regulatory clarity and high disposable incomes are fostering market maturity. Consumers in the U.S. and Canada prioritize science-backed skincare and premium experiences. North America continues to dominate in both revenue and innovation leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to rapid urbanization and rising beauty consciousness. Asia Pacific is driving growth in DNA-based skincare through government-led innovation and consumer demand. Countries like China, Japan, and South Korea are investing heavily in genomics and personalized beauty startups. Local brands are scaling mobile-first platforms and affordable testing kits tailored to regional needs. Rising middle-class incomes and digital adoption are accelerating market penetration. Asia Pacific's momentum is driven by demographic scale policy support and technological innovation.

Key players in the market

Some of the key players in Personalized Beauty & DNA-Based Skincare Market include Geneu Ltd., SkinDNA Pty Ltd., EpigenCare Inc., SkinGenie, LifeNome Inc., Allele Cosmetics, DNActive, SkinShift, Anake, Imagen Labs, Onegevity Health, SkinCeuticals Custom D.O.S.E., Neutrogena Skin360, GENEU Skincare and SkinDNA Labs.

Key Developments:

In March 2024, Geneu strengthened its collaboration with Imperial College London's Institute of Biomedical Engineering, expanding research on DNA-based diagnostics for skincare personalization. This partnership reinforces Geneu's scientific credibility and supports the integration of genetic profiling into consumer skincare routines.

In August 2022, SkinDNA was acquired by Rayont Inc., an integrative healthcare and wellness company, for AUD 750,000 (USD 500,000). The acquisition aimed to scale SkinDNA's award-winning genetic testing technology globally, integrating it into Rayont's personalized wellness portfolio.

Products Covered:

DNA-Based Skincare Products

Personalized Serums & Creams

DNA-Based Haircare Products

Nutrigenomics-Linked Supplements

Skin Microbiome-Based Products

Epigenetic Skincare Formulations

Genomic Anti-Aging & Rejuvenation Products

DNA-Based Sunscreens & UV Protection Products

Other Products

Service Types Covered:

Mobile Application-Based Skincare Advisory

At-Home DNA Sampling & Lab Processing Services

Consultation & Training for Clinics

Cloud-Based DNA Data Management Platforms

Blockchain-Based DNA Data Protection Services

End-to-End DNA-to-Product Service Providers

Other Service Types

Distribution Channels Covered:

Online Direct-to-Consumer Platforms

Specialty Beauty Stores

Pharmacies & Clinics

Dermatology & Aesthetic Centers

E-Commerce Marketplaces

Other Distribution Channels

End Users Covered:

Individual Consumers

Dermatology Clinics

Wellness & Aesthetic Centers

Research Institutes

Cosmetic & Biotechnology Companies

Pharmaceutical & Nutrigenomics Firms

Beauty & Wellness Spas

Other End Users

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 End User Analysis
- 3.8 Emerging Markets
- 3.9 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 PERSONALIZED BEAUTY & DNA-BASED SKINCARE MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 DNA-Based Skincare Products
- 5.3 Personalized Serums & Creams
- 5.4 DNA-Based Haircare Products
- 5.5 Nutrigenomics-Linked Supplements
- 5.6 Skin Microbiome-Based Products
- 5.7 Epigenetic Skincare Formulations
- 5.8 Genomic Anti-Aging & Rejuvenation Products
- 5.9 DNA-Based Sunscreens & UV Protection Products
- 5.10 Other Products

6 GLOBAL PERSONALIZED BEAUTY & DNA-BASED SKINCARE MARKET, BY SERVICE TYPE

- 6.1 Introduction
- 6.2 Mobile Application-Based Skincare Advisory
- 6.3 At-Home DNA Sampling & Lab Processing Services
- 6.4 Consultation & Training for Clinics
- 6.5 Cloud-Based DNA Data Management Platforms
- 6.6 Blockchain-Based DNA Data Protection Services
- 6.7 End-to-End DNA-to-Product Service Providers
- 6.8 Other Service Types

7 GLOBAL PERSONALIZED BEAUTY & DNA-BASED SKINCARE MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Online Direct-to-Consumer Platforms
- 7.3 Specialty Beauty Stores
- 7.4 Pharmacies & Clinics
- 7.5 Dermatology & Aesthetic Centers
- 7.6 E-Commerce Marketplaces
- 7.7 Other Distribution Channels

8 GLOBAL PERSONALIZED BEAUTY & DNA-BASED SKINCARE MARKET, BY END USER

- 8.1 Introduction
- 8.2 Individual Consumers
- 8.3 Dermatology Clinics
- 8.4 Wellness & Aesthetic Centers
- 8.5 Research Institutes
- 8.6 Cosmetic & Biotechnology Companies
- 8.7 Pharmaceutical & Nutrigenomics Firms
- 8.8 Beauty & Wellness Spas
- 8.9 Other End Users

9 GLOBAL PERSONALIZED BEAUTY & DNA-BASED SKINCARE MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America

9.6 Middle East & Africa

- 9.6.1 Saudi Arabia
- 9.6.2 UAE
- 9.6.3 Qatar
- 9.6.4 South Africa
- 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Geneu Ltd.
- 11.2 SkinDNA Pty Ltd.
- 11.3 EpigenCare Inc.
- 11.4 SkinGenie
- 11.5 LifeNome Inc.
- 11.6 Allele Cosmetics
- 11.7 DNActive
- 11.8 SkinShift
- 11.9 Anake
- 11.10 Imogene Labs
- 11.11 Onegevity Health
- 11.12 SkinCeuticals Custom D.O.S.E.
- 11.13 Neutrogena Skin360
- 11.14 GENEU Skincare
- 11.15 SkinDNA Labs

List Of Tables

LIST OF TABLES

Table 1 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Product (2024-2032) (\$MN)

Table 3 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By DNA-Based Skincare Products (2024-2032) (\$MN)

Table 4 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Personalized Serums & Creams (2024-2032) (\$MN)

Table 5 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By DNA-Based Haircare Products (2024-2032) (\$MN)

Table 6 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Nutrigenomics-Linked Supplements (2024-2032) (\$MN)

Table 7 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Skin Microbiome-Based Products (2024-2032) (\$MN)

Table 8 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Epigenetic Skincare Formulations (2024-2032) (\$MN)

Table 9 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Genomic Anti-Aging & Rejuvenation Products (2024-2032) (\$MN)

Table 10 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By DNA-Based Sunscreens & UV Protection Products (2024-2032) (\$MN)

Table 11 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Other Products (2024-2032) (\$MN)

Table 12 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Service Type (2024-2032) (\$MN)

Table 13 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Mobile Application-Based Skincare Advisory (2024-2032) (\$MN)

Table 14 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By At-Home DNA Sampling & Lab Processing Services (2024-2032) (\$MN)

Table 15 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Consultation & Training for Clinics (2024-2032) (\$MN)

Table 16 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Cloud-Based DNA Data Management Platforms (2024-2032) (\$MN)

Table 17 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Blockchain-Based DNA Data Protection Services (2024-2032) (\$MN)

Table 18 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By End-

to-End DNA-to-Product Service Providers (2024-2032) (\$MN)

Table 19 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Other Service Types (2024-2032) (\$MN)

Table 20 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 21 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Online Direct-to-Consumer Platforms (2024-2032) (\$MN)

Table 22 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Specialty Beauty Stores (2024-2032) (\$MN)

Table 23 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Pharmacies & Clinics (2024-2032) (\$MN)

Table 24 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Dermatology & Aesthetic Centers (2024-2032) (\$MN)

Table 25 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By E-Commerce Marketplaces (2024-2032) (\$MN)

Table 26 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Other Distribution Channels (2024-2032) (\$MN)

Table 27 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By End User (2024-2032) (\$MN)

Table 28 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Individual Consumers (2024-2032) (\$MN)

Table 29 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Dermatology Clinics (2024-2032) (\$MN)

Table 30 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Wellness & Aesthetic Centers (2024-2032) (\$MN)

Table 31 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Research Institutes (2024-2032) (\$MN)

Table 32 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Cosmetic & Biotechnology Companies (2024-2032) (\$MN)

Table 33 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Pharmaceutical & Nutrigenomics Firms (2024-2032) (\$MN)

Table 34 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Beauty & Wellness Spas (2024-2032) (\$MN)

Table 35 Global Personalized Beauty & DNA-Based Skincare Market Outlook, By Other End Users (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.

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