

Toiletries Market Forecasts to 2032 – Global Analysis By Product Type (Soaps & Body Wash, Shampoos & Conditioners, Oral Care, Deodorants & Antiperspirants, Shaving & Hair Removal and Skin Care), Category, Packaging Format, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Toiletries Market is accounted for \$184.49 billion in 2025 and is expected to reach \$285.57 billion by 2032 growing at a CAGR of 6.44% during the forecast period. Toiletries are daily-use personal care items that help maintain hygiene, health, and grooming standards. Common products include soaps, shampoos, toothpaste, deodorants, and shaving essentials. Apart from promoting cleanliness, toiletries enhance comfort, protection, and overall well-being. The worldwide toiletries market is expanding due to increased hygiene awareness, higher disposable income, and social media's impact on beauty and grooming preferences. Consumers are increasingly seeking natural and organic options, while innovative packaging, portability, and environmentally friendly products are influencing buying choices. Toiletries remain a crucial part of everyday life, addressing both practical and aesthetic requirements, and their development continues to reflect evolving consumer demands and lifestyle trends.

According to the Government of Ghana, GH?292.4 million has been allocated in the 2025 national budget for the distribution of free sanitary pads to female students in primary and secondary schools.

Market Dynamics:

Driver:

Rising hygiene awareness

Growing consumer awareness regarding personal cleanliness is fueling the expansion of the toiletries market. People increasingly recognize the importance of hygiene in preventing illnesses, boosting the consumption of soaps, body washes, oral care items, and sanitizers. Public health campaigns, digital platforms, and educational programs have played a pivotal role in promoting hygiene routines. This behavioral change has resulted in both higher product demand and innovation, as manufacturers develop specialized formulations, including antibacterial and germ-protective products. Consequently, the toiletries sector is witnessing robust growth worldwide, driven by the continual emphasis on maintaining health and cleanliness among diverse consumer groups.

Restraint:

High product prices

Premium toiletries and specialized personal care items often carry high prices, which can restrain market growth. Consumers in cost-sensitive areas may find luxury or innovative products financially inaccessible, limiting their usage. Despite offering enhanced quality, natural ingredients, or unique features, these products remain out of reach for a broad audience. This creates a barrier to market expansion in developing regions and among lower-income consumers. Companies must carefully manage the balance between maintaining quality and keeping products affordable while protecting profit margins. Therefore, while affluent segments drive growth through premium purchases, elevated price points restrict widespread adoption, slowing market development and revenue potential in certain markets.

Opportunity:

Growing demand for natural and organic products

Rising consumer interest in organic and natural personal care products offers substantial growth potential in the toiletries market. Health-conscious and environmentally aware buyers increasingly seek items made from herbal extracts, essential oils, and free from harmful chemicals. This trend encourages companies to develop eco-friendly, sustainable product lines catering to green-minded consumers.

Moreover, organic and natural toiletries typically allow higher pricing, boosting profitability. By embracing this demand, brands can stand out in a competitive market, attract a broader audience, and enhance customer loyalty, all while promoting sustainable and responsible personal care practices. This represents a promising avenue for innovation and long-term market growth worldwide.

Threat:

Counterfeit and low-quality products

The presence of counterfeit and poor-quality toiletries represents a major threat to the industry's growth and brand credibility. Fake or substandard products endanger consumer safety and erode trust in authentic brands. In regions with weak regulatory oversight, counterfeit items often proliferate, affecting genuine product sales. Companies are compelled to invest in anti-counterfeit measures, strict quality assurance, and consumer education campaigns. Negative experiences with low-quality products can tarnish the overall perception of the market. Consequently, counterfeit and inferior products weaken consumer confidence, reduce brand loyalty, and create challenges for both established companies and new entrants, hindering sustainable growth and market stability in the toiletries sector.

Covid-19 Impact:

The COVID-19 outbreak had a major effect on the toiletries market worldwide. Rising health and hygiene awareness caused a surge in demand for essential items such as soaps, hand sanitizers, and disinfectants. Consumers focused on personal cleanliness, boosting the sales of daily-care toiletries. Lockdowns and restrictions disrupted supply chains, creating temporary shortages and operational challenges for manufacturers and retailers. E-commerce platforms saw rapid adoption as shoppers preferred safe, online purchasing options. The pandemic also prompted innovation, with companies launching antibacterial, eco-friendly, and travel-sized products to align with evolving consumer needs. Overall, COVID-19 transformed buying habits, highlighting hygiene, safety, and convenience, which significantly influenced market trends.

The soaps & body wash segment is expected to be the largest during the forecast period

The soaps & body wash segment is expected to account for the largest market share during the forecast period. Its widespread adoption stems from its vital role in

maintaining hygiene and cleanliness in everyday life. Growing health awareness, regular hand washing practices, and emphasis on skincare routines have driven demand for this segment. Innovations such as natural, antibacterial, and moisturizing formulas have further increased its appeal among consumers. With frequent repeat purchases and a diverse user base spanning various age groups and regions, soaps and body wash maintain a dominant position in the market. This segment continues to reflect both essential personal care needs and shifting consumer trends toward enhanced hygiene.

The travel-size segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the travel-size segment is predicted to witness the highest growth rate. Rising travel frequency for work, leisure, and short trips has made portable toiletries increasingly popular. Consumers prefer compact products that are easy to carry, and trial-sized options allow them to test new brands before buying larger versions. Online retail platforms have further boosted the availability and adoption of travel-size items. Convenience, portability, and adaptability in daily personal care routines are key factors driving the expansion of this segment. As a result, travel-size toiletries are emerging as the most rapidly growing category in the market.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, largely due to its growing population, rising disposable incomes, and heightened focus on personal hygiene. Expanding middle-class demographics and evolving lifestyle habits are driving the consumption of diverse toiletries, including soaps, body washes, shampoos, oral care, and skincare products. Factors such as rapid urban development and the influence of digital platforms on beauty and wellness trends have further accelerated market growth. The region benefits from the presence of both global and local brands introducing innovative, affordable products, strengthening consumer engagement. Consequently, Asia-Pacific continues to dominate the toiletries market, showcasing strong demand, widespread adoption, and significant growth opportunities.

Region with highest CAGR:

Over the forecast period, the Middle East & Africa region is anticipated to exhibit the highest CAGR. This growth is fueled by heightened awareness of personal care, increasing disposable incomes, and the adoption of Western grooming and beauty

trends. The proliferation of modern retail channels, such as supermarkets, hypermarkets, and online stores, has improved product availability and convenience. Moreover, there is a rising preference for premium, natural, and organic toiletries, prompting both local and international brands to launch innovative solutions. As a result, the Middle East & Africa is becoming one of the most dynamic and rapidly expanding regions in the toiletries sector.

Key players in the market

Some of the key players in Toiletries Market include Procter & Gamble Co., Unilever PLC, Johnson & Johnson Services, Inc., L'Oréal S.A., Colgate-Palmolive Company, Reckitt Benckiser Group, Kimberly-Clark Corporation, Beiersdorf AG, Estée Lauder Companies, Inc., Shiseido Co., Ltd., Kao Corporation, Himalaya Wellness Limited, Natura & Co Holding S.A., Henkel AG & Co. KGaA and LG Household & Health Care Ltd.

Key Developments:

In March 2025, Johnson & Johnson has announced plans to invest over \$55 billion to expand its manufacturing, research and development, and technology capabilities in the United States. The company, which produces a broad range of healthcare solutions, will invest in three new manufacturing facilities and expand several existing sites across the company's Innovative Medicine and MedTech businesses, creating many new jobs.

In September 2024, Procter & Gamble (P&G) has announced plans to expand its manufacturing facility in Rapides Parish, Louisiana. The company, which specializes in household products, will invest \$96.7 million into the project, generating 15 new jobs for the surrounding area. As part of the expansion, P&G will install new advanced production lines, increasing production capacity at the plant.

In August 2024, Unilever International is set to expand its product offerings worldwide, starting on Korean beauty products, sustainable home care innovations, and foods tailored for diaspora communities, according to its CEO, Aseem Puri. Unilever International is a special business which we started 10 years ago, and our motto is to serve the underserved.

Product Types Covered:

Soaps & Body Wash

Shampoos & Conditioners

Oral Care

Deodorants & Antiperspirants

Shaving & Hair Removal

Skin Care

Categories Covered:

Mass-market

Premium

Natural/Organic

Medicated/Functional

Packaging Formats Covered:

Single-use

Refillable

Bulk/Family Packs

Travel-size

Distribution Channels Covered:

Supermarkets & Hypermarkets

Pharmacies & Drugstores

Online Retail

Convenience Stores

Specialty Beauty Stores

End Users Covered:

Men

Women

Unisex

Children

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
- 3.10 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 TOILETRIES MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Soaps & Body Wash
- 5.3 Shampoos & Conditioners
- 5.4 Oral Care
- 5.5 Deodorants & Antiperspirants
- 5.6 Shaving & Hair Removal
- 5.7 Skin Care

6 GLOBAL TOILETRIES MARKET, BY CATEGORY

- 6.1 Introduction
- 6.2 Mass-market
- 6.3 Premium
- 6.4 Natural/Organic
- 6.5 Medicated/Functional

7 GLOBAL TOILETRIES MARKET, BY PACKAGING FORMAT

- 7.1 Introduction
- 7.2 Single-use
- 7.3 Refillable
- 7.4 Bulk/Family Packs
- 7.5 Travel-size

8 GLOBAL TOILETRIES MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Supermarkets & Hypermarkets
- 8.3 Pharmacies & Drugstores
- 8.4 Online Retail
- 8.5 Convenience Stores
- 8.6 Specialty Beauty Stores

9 GLOBAL TOILETRIES MARKET, BY END USER

- 9.1 Introduction
- 9.2 Men

- 9.3 Women
- 9.4 Unisex
- 9.5 Children

10 GLOBAL TOILETRIES 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 Procter & Gamble Co.
- 12.2 Unilever PLC
- 12.3 Johnson & Johnson Services, Inc.
- 12.4 L'Oréal S.A.
- 12.5 Colgate-Palmolive Company
- 12.6 Reckitt Benckiser Group
- 12.7 Kimberly-Clark Corporation
- 12.8 Beiersdorf AG
- 12.9 Estée Lauder Companies, Inc.
- 12.10 Shiseido Co., Ltd.
- 12.11 Kao Corporation
- 12.12 Himalaya Wellness Limited
- 12.13 Natura & Co Holding S.A.
- 12.14 Henkel AG & Co. KGaA
- 12.15 LG Household & Health Care Ltd

List Of Tables

LIST OF TABLES

- Table 1 Global Toiletries Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Toiletries Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Toiletries Market Outlook, By Soaps & Body Wash (2024-2032) (\$MN)
- Table 4 Global Toiletries Market Outlook, By Shampoos & Conditioners (2024-2032) (\$MN)
- Table 5 Global Toiletries Market Outlook, By Oral Care (2024-2032) (\$MN)
- Table 6 Global Toiletries Market Outlook, By Deodorants & Antiperspirants (2024-2032) (\$MN)
- Table 7 Global Toiletries Market Outlook, By Shaving & Hair Removal (2024-2032) (\$MN)
- Table 8 Global Toiletries Market Outlook, By Skin Care (2024-2032) (\$MN)
- Table 9 Global Toiletries Market Outlook, By Category (2024-2032) (\$MN)
- Table 10 Global Toiletries Market Outlook, By Mass-market (2024-2032) (\$MN)
- Table 11 Global Toiletries Market Outlook, By Premium (2024-2032) (\$MN)
- Table 12 Global Toiletries Market Outlook, By Natural/Organic (2024-2032) (\$MN)
- Table 13 Global Toiletries Market Outlook, By Medicated/Functional (2024-2032) (\$MN)
- Table 14 Global Toiletries Market Outlook, By Packaging Format (2024-2032) (\$MN)
- Table 15 Global Toiletries Market Outlook, By Single-use (2024-2032) (\$MN)
- Table 16 Global Toiletries Market Outlook, By Refillable (2024-2032) (\$MN)
- Table 17 Global Toiletries Market Outlook, By Bulk/Family Packs (2024-2032) (\$MN)
- Table 18 Global Toiletries Market Outlook, By Travel-size (2024-2032) (\$MN)
- Table 19 Global Toiletries Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 20 Global Toiletries Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)
- Table 21 Global Toiletries Market Outlook, By Pharmacies & Drugstores (2024-2032) (\$MN)
- Table 22 Global Toiletries Market Outlook, By Online Retail (2024-2032) (\$MN)
- Table 23 Global Toiletries Market Outlook, By Convenience Stores (2024-2032) (\$MN)
- Table 24 Global Toiletries Market Outlook, By Specialty Beauty Stores (2024-2032) (\$MN)
- Table 25 Global Toiletries Market Outlook, By End User (2024-2032) (\$MN)
- Table 26 Global Toiletries Market Outlook, By Men (2024-2032) (\$MN)
- Table 27 Global Toiletries Market Outlook, By Women (2024-2032) (\$MN)
- Table 28 Global Toiletries Market Outlook, By Unisex (2024-2032) (\$MN)
- Table 29 Global Toiletries Market Outlook, By Children (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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