

# **Baby Powder Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Talc-based, Talc-free), By Distribution Channel (Online and Offline), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/B0D1AD9D3377EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: B0D1AD9D3377EN

## **Abstracts**

The Global Baby Powder Market is projected to expand from USD 1.24 Billion in 2025 to USD 1.75 Billion by 2031, registering a CAGR of 5.91%. As a personal care essential formulated typically from talc or cornstarch, baby powder is designed to absorb moisture and minimize friction to prevent diaper rash and skin irritation. The market's growth is fundamentally underpinned by increasing global birth rates in emerging economies, rapid urbanization, and rising disposable incomes, which enable parents to prioritize premium hygiene solutions. These economic indicators, coupled with a heightened focus on infant skin health, act as the primary engines driving global demand, establishing a sustainable trajectory distinct from temporary consumer fads.

Conversely, the industry confronts substantial hurdles arising from strict regulatory oversight and litigation regarding the safety of talc-based ingredients, forcing manufacturers to commit significant resources to product reformulation. Despite these obstacles, the sector is bolstered by a financially resilient parent industry. According to Cosmetics Europe, the European cosmetics and personal care market achieved a retail sales value of ?104 billion in 2024, demonstrating a solid economic backing that supports ongoing investment in safety standards and product innovation within the baby care segment.

## **Market Driver**

The escalating demand for talc-free and natural ingredient formulations is reshaping the

global baby powder market, spurred by intense parental concern over product safety and persistent litigation involving talc-based items. Manufacturers are actively shifting towards cornstarch, arrowroot, and other plant-based substitutes to satisfy health-conscious consumers who value clean labels and hypoallergenic qualities. This strategic pivot is delivering measurable financial success for brands leading the non-toxic sector. For example, The Honest Company reported in its 'Fourth Quarter and Full Year 2024 Financial Results' in February 2025 that full-year revenue rose by 10% to \$378 million, a growth driven significantly by the strong performance of its sustainably engineered baby and personal care lines.

Concurrently, elevated birth rates in emerging economies and developing regions remain a critical volume driver, generating demand that outstrips that of mature markets. While developed nations frequently encounter population stagnation, key emerging markets are witnessing demographic resilience or recovery, thereby expanding the consumer base for infant hygiene goods. According to the National Bureau of Statistics of China in January 2025, the nation recorded 9.54 million newborns in 2024, an increase of 520,000 from the prior year, indicating stabilization in the world's second-largest economy. By comparison, data from the Centers for Disease Control and Prevention in July 2025 shows provisional births in the United States stood at 3.62 million in 2024, emphasizing the significant volume advantage emerging regions maintain in the global baby care landscape.

## **Market Challenge**

A major impediment to the Global Baby Powder Market is the mounting pressure from rigorous regulatory scrutiny and aggressive litigation concerning the safety of talc-based ingredients. This adverse legal climate hinders market expansion by forcing manufacturers to reallocate significant capital from business growth, marketing, and R&D towards covering escalating legal defense fees and settlement reserves. The persistent influx of lawsuits alleging health hazards has deeply damaged consumer trust, causing a decline in demand for traditional powder products. Additionally, this liability risk compels retailers to cut shelf space for talc items, effectively narrowing the accessible market and establishing high entry barriers for new competitors unable to bear these regulatory burdens.

The financial instability caused by these legal disputes fosters an uncertain investment environment that dampens the sector's economic momentum. According to the American Tort Reform Association, the industry faced a severe liability crisis in 2025 when a single talc-related lawsuit resulted in a verdict of \$1 billion, highlighting the

massive financial risks manufacturers face. Such potential losses necessitate a defensive operational approach, where companies prioritize risk mitigation over growth strategies, thereby slowing the market's overall progress and restricting the commercial potential of established product lines.

## **Market Trends**

The shift toward sustainable and biodegradable packaging solutions is heavily impacting the market as manufacturers address growing environmental concerns and regulatory mandates to curtail plastic waste. Brands are expanding their focus beyond formula safety to encompass the entire product lifecycle, moving from single-use plastics to post-consumer recycled (PCR) materials, refillable systems, and paper-based containers. This adoption of circular economy principles is becoming a key differentiator for attracting eco-conscious parents who consider packaging sustainability a crucial factor. For instance, Kenvue's 'Healthy Lives Mission Report' from June 2025 noted significant progress, stating that 69% of its global packaging portfolio is now recyclable or refillable, signifying a major industry shift toward reducing environmental footprints.

Simultaneously, the rise of premium and niche clean label brands is transforming the competitive landscape, challenging the dominance of established conglomerates with digital-first strategies and transparent value propositions. Modern consumers are increasingly drawn to boutique labels that provide rigorous safety certifications and lifestyle-oriented branding, often accepting higher prices for perceived superior quality and ethical standards. This trend is bolstered by direct-to-consumer channels that enable niche players to foster high-trust relationships and rapidly expand their market reach. As evidence of this momentum, The Honest Company reported in its 'Fourth Quarter and Full Year 2024 Financial Results' in February 2025 that product consumption at its largest digital customer jumped by 35% in the fourth quarter, highlighting the strength of values-driven challengers in the digital space.

## **Key Market Players**

Johnson & Johnson

Pigeon Corp.

Kimberly-Clark Corporation

California Baby

Artsana Group

Mothercare

The Clorox Company

Lion Corporation

Sanofi S.A.

## Report Scope

In this report, the Global Baby Powder Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Baby Powder Market, By Product

Talc-based

Talc-free

Baby Powder Market, By Distribution Channel

Online

Offline

Baby Powder Market, By Region

North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

Saudi Arabia

UAE

**Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Baby Powder Market.

**Available Customizations:**

Global Baby Powder Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

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