

Asia Pacific Skin Care Market, By Product Type (Face Care, Body Care, Lip Care, Eye Care, Others), By Gender (Male, Female), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Asia Pacific Skin Care Market was valued at USD 84.12 Billion in 2024 and is expected to reach USD 130.51 Billion by 2030 with a CAGR of 7.66% during the forecast period. The Asia Pacific (APAC) skincare market stands as a vibrant and rapidly evolving landscape driven by factors such as changing demographics, increasing disposable income, evolving consumer preferences, and a growing emphasis on self-care and wellness. This diverse region encompasses countries with varying beauty cultures, skincare traditions, and economic landscapes, making it a dynamic and complex market. Several countries in the APAC region, including China, Japan, South Korea, and Singapore, have experienced substantial economic growth. This has led to an increase in disposable income, enabling consumers to invest more in skincare products. Additionally, different countries in APAC have unique beauty and skincare traditions. For example, South Korea is renowned for its 10-step skincare routine, while Japan is known for its focus on natural ingredients. These cultural influences shape consumer preferences and drive demand for specific product categories.

In 2022, South Korea's cosmetics market was valued at USD3.9 billion, ranking among the top 10 global beauty markets. Despite a decline in local production and exports by 18.4% and 2.2%, respectively, the country remained the fourth largest cosmetics

exporter globally, behind France, the U.S., and Germany. Total cosmetic imports slightly increased to USD1.3 billion, with France (USD462 million), the U.S. (USD274 million), and Japan (USD126 million) being the largest exporters to South Korea. K-beauty continues to gain popularity, particularly across Asia.

Key Market Drivers

Increasing Consumer Awareness and Health Consciousness

One of the primary drivers of the skincare market in the APAC region is the rising consumer awareness and health consciousness. With changing lifestyles, urbanization, and increased exposure to global beauty and wellness trends, consumers in APAC countries are becoming more conscious of their skincare routines and overall well-being. This heightened awareness has led to a shift in consumer behavior, where skincare is no longer considered a luxury but an essential part of daily life. Consumers are actively seeking products that not only address their specific skincare concerns but also contribute to maintaining healthy and youthful-looking skin. This shift in mindset has paved the way for an extensive range of skincare products that cater to various skin types, concerns, and age groups. Moreover, the influence of social media, beauty influencers, and celebrity endorsements has played a significant role in educating and motivating consumers to invest in skincare. In March 2023, the Korean government unveiled plans to advance technologies focused on bespoke cosmetics and personalized skin diagnosis programs, utilizing IoT and big data to support the growth of the Korean bio-health industry. The 2023 Glowpick 1st Half Awards revealed that Korean consumers are increasingly prioritizing health, safety, and authenticity, seeking deeper emotional connections and meaningful experiences with products, moving away from the mass consumption trends that dominated previous decades.

Key Market Challenges

Cultural Diversity and Market Fragmentation

One of the most significant challenges in the Asia Pacific Skin Care Market stems from the vast cultural diversity across the region. APAC encompasses countries with diverse cultural backgrounds, historical beauty ideals, and skincare traditions. This diversity results in fragmented consumer preferences and demands, making it challenging for skincare brands to create products that resonate with every market within the region. For instance, in countries like South Korea and Japan, there is a strong emphasis on skincare routines involving multiple steps and the use of specific products like essences

and sheet masks. In contrast, consumers in Southeast Asia may prioritize sun protection due to the region's tropical climate. India, with its unique herbal and Ayurvedic skincare traditions, presents another set of preferences. This cultural fragmentation necessitates a tailored approach for skincare brands, which must invest in extensive market research, product localization, and marketing strategies to address the specific needs and expectations of each market. It also requires a deep understanding of cultural nuances and a willingness to adapt product formulations and branding accordingly.

Key Market Trends

Natural and Sustainable Ingredients Revolutionizing the Asia Pacific Skin Care Market

One of the most significant trends shaping the Asia Pacific Skin Care Market is the increasing consumer preference for natural and sustainable ingredients. As consumers become more conscious of the environmental impact of their choices and seek healthier, eco-friendly alternatives, the beauty and skin care industry is responding with innovative products. In recent years, there has been a surge in demand for skin care products formulated with natural ingredients sourced from the region itself. Ingredients such as green tea, ginseng, rice bran, and various botanical extracts have gained popularity for their perceived skin benefits and eco-friendly nature. For example, Korean beauty brands have capitalized on the global fascination with K-beauty products, which often feature natural ingredients like snail mucin and rice water. These ingredients not only cater to consumers' desire for effective skincare but also align with their growing interest in sustainable and cruelty-free options. Furthermore, sustainable packaging practices have become a focal point in the Asia Pacific Skin Care Market. Brands are increasingly using recyclable and biodegradable materials, reducing plastic waste, and adopting eco-conscious packaging designs. This approach resonates with environmentally conscious consumers and sets brands apart in a competitive market.

Key Market Players

Unilever PLC

L'Oreal S.A.

Shiseido Company, Limited

The Est?e Lauder Companies

Procter & Gamble Co.

Kao Corporation

Colgate-Palmolive Company

Oriflame Cosmetics Global SA

Beiersdorf AG

Johnson & Johnson Services, Inc.

Report Scope:

In this report, the Asia Pacific skin care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Asia Pacific Skin Care Market, By Product Type:

Face Care

Body Care

Lip Care

Eye Care

Others

Asia Pacific Skin Care Market, By Gender:

Male

Female

Asia Pacific Skin Care Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Asia Pacific Skin Care Market, By Country:

China

Japan

India

South Korea

Australia

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Asia Pacific skin care market.

Available Customizations:

Asia Pacific Skin Care 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. ASIA PACIFIC SKIN CARE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Face Care, Body Care, Lip Care, Eye Care, Others)

5.2.2. By Gender (Male, Female)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others)

5.2.4. By Region

5.2.5. By Company (2024)

5.3. Market Map

6. CHINA SKIN CARE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Gender

6.2.3. By Sales Channel

7. INDIA SKIN CARE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Gender

7.2.3. By Sales Channel

8. JAPAN SKIN CARE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Gender

8.2.3. By Sales Channel

9. SOUTH KOREA SKIN CARE MARKET OUTLOOK

9.1. Market Size & Forecast

- 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By Gender
 - 9.2.3. By Sales Channel

10. AUSTRALIA SKIN CARE MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Gender
 - 10.2.3. By Sales Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. PORTERS FIVE FORCES ANALYSIS

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

14. POLICY & REGULATORY LANDSCAPE

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles

- 15.1.1. Unilever PLC
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
- 15.1.2. L'Oreal S.A.
- 15.1.3. Shiseido Company, Limited
- 15.1.4. The Est?e Lauder Companies
- 15.1.5. Procter & Gamble Co.
- 15.1.6. Kao Corporation
- 15.1.7. Colgate-Palmolive Company
- 15.1.8. Oriflame Cosmetics Global SA
- 15.1.9. Beiersdorf AG
- 15.1.10. Johnson & Johnson Services, Inc.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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