

Body Care Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Moisturizer, Body Cream, Body Wash, Soaps, Others), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Body Care Products Market was valued at USD 16.42 billion in 2024 and is projected to reach USD 22.42 billion by 2030, growing at a CAGR of 5.33% during the forecast period. The market is witnessing steady expansion, driven by increased consumer emphasis on hygiene, skincare awareness, and the rising preference for clean, natural, and organic ingredients. The product landscape includes moisturizers, creams, oils, scrubs, and washes, designed to meet varied skin types and concerns. Innovative formulations and technological improvements are enhancing product performance and appeal. Moreover, digital commerce is improving accessibility and penetration, particularly in developing regions, thus broadening the global reach of body care brands.

Key Market Drivers

Growing Consumer Awareness of Personal Hygiene and Skincare

Rising awareness around skincare, hygiene, and wellness continues to propel growth in the global body care products market. A recent study indicates that 68% of consumers actively seek products formulated with clean ingredients, and 41% are influenced by

platforms such as Instagram when choosing clean beauty solutions. Across both developed and emerging economies, consumers are becoming more educated on managing skin concerns like dryness, irritation, sensitivity, and signs of aging. This awareness is being driven by digital influencers, dermatological content, and broader health education efforts. The COVID-19 pandemic further reinforced the importance of personal care, accelerating demand for hygiene-focused and therapeutic body care items. Consumers are now more ingredient-conscious, preferring tailored, skin-specific solutions with proven efficacy and safety. This behavior shift is encouraging brands to offer innovative, skin-sensitive formulations, thereby stimulating market expansion.

Key Market Challenges

Rising Concerns Over Harmful Ingredients and Regulatory Scrutiny

The global body care products market is increasingly challenged by consumer concerns over synthetic ingredients and heightened regulatory scrutiny. Substances such as sulfates, parabens, phthalates, and artificial fragrances are under growing criticism due to their perceived long-term effects. As a result, brands are under pressure to transition to cleaner, safer formulations—an undertaking that demands considerable investment in R&D, sourcing, and compliance testing. Additionally, regulatory frameworks differ significantly by region, complicating global operations. For instance, while the European Union bans over 1,000 ingredients in cosmetics, other markets may be less stringent. This variation necessitates region-specific compliance, increasing operational costs, particularly for small and mid-sized brands. Navigating evolving safety standards, disclosure practices, and labeling laws presents ongoing challenges that can affect profitability and brand reputation if not properly managed.

Key Market Trends

Surge in Demand for Clean and Natural Beauty Products

A defining trend in the body care products sector is the surging demand for clean, organic, and plant-based formulations. India plays a prominent role in this global trend, accounting for 30% of the world's organic producers and dedicating 9.12 million acres to organic agriculture in 2023. Health-conscious and environmentally aware consumers are shifting from synthetic to botanical-based products that use essential oils, herbal extracts, and naturally derived compounds. This shift is driven by the perception that natural ingredients are safer and gentler, offering fewer risks of irritation or long-term damage. The clean beauty movement also prioritizes ethical sourcing, cruelty-free

testing, and full ingredient transparency—factors that resonate strongly with younger demographics. As a result, both legacy brands and emerging startups are developing vegan, gluten-free, and sustainably packaged body care lines. This trend is not only fueling product innovation but also reshaping the **Competitive Landscape**, making sustainability a critical factor for brand relevance and customer loyalty.

Key Market Players

Beiersdorf AG

Proctor & Gamble Company

Unilever PLC

Colgate-Palmolive Company

Johnson & Johnson Services Inc

Loreal SA

Natura &Co

Oriflame Cosmetics Global SA

The Estee Lauder Companies Inc.

Report Scope:

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

Body Care Products Market, By Product Type:

Moisturizer

Body Cream

Body Wash

Soaps

Others

Body Care Products Market, By Distribution Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

Body Care Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Body Care Products Market.

Available Customizations:

Global Body Care Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following

Body Care Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Mo...

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. Market 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 Purchase Decision

5. GLOBAL BODY CARE PRODUCTS MARKET OUTLOOK

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

5.2. Market Share & Forecast

5.2.1. By Product Type (Moisturizer, Body Cream, Body Wash, Soaps, Others)

5.2.2. By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. NORTH AMERICA BODY CARE PRODUCTS 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 Distribution Channel

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States Body Care Products Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Distribution Channel

6.3.2. Canada Body Care Products Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Distribution Channel

6.3.3. Mexico Body Care Products Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Distribution Channel

7. EUROPE BODY CARE PRODUCTS 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 Distribution Channel
 - 7.2.3. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. France Body Care Products Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product Type
 - 7.3.1.2.2. By Distribution Channel
 - 7.3.2. Germany Body Care Products Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product Type
 - 7.3.2.2.2. By Distribution Channel
 - 7.3.3. Spain Body Care Products Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product Type
 - 7.3.3.2.2. By Distribution Channel
 - 7.3.4. Italy Body Care Products Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Product Type
 - 7.3.4.2.2. By Distribution Channel
 - 7.3.5. United Kingdom Body Care Products Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Distribution Channel

8. ASIA-PACIFIC BODY CARE PRODUCTS 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 Distribution Channel
 - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Body Care Products Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Distribution Channel
 - 8.3.2. Japan Body Care Products Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Distribution Channel
 - 8.3.3. India Body Care Products Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Distribution Channel
 - 8.3.4. Vietnam Body Care Products Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Distribution Channel
 - 8.3.5. South Korea Body Care Products Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Distribution Channel

9. MIDDLE EAST & AFRICA BODY CARE PRODUCTS 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 Distribution Channel
 - 9.2.3. By Country
- 9.3. MEA: Country Analysis
 - 9.3.1. South Africa Body Care Products Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By Distribution Channel
 - 9.3.2. Saudi Arabia Body Care Products Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By Distribution Channel
 - 9.3.3. UAE Body Care Products Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type
 - 9.3.3.2.2. By Distribution Channel
 - 9.3.4. Turkey Body Care Products Market Outlook
 - 9.3.4.1. Market Size & Forecast
 - 9.3.4.1.1. By Value
 - 9.3.4.2. Market Share & Forecast
 - 9.3.4.2.1. By Product Type
 - 9.3.4.2.2. By Distribution Channel

10. SOUTH AMERICA BODY CARE PRODUCTS 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 Distribution Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Body Care Products Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Distribution Channel
 - 10.3.2. Argentina Body Care Products Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Distribution Channel
 - 10.3.3. Colombia Body Care Products Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Distribution 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. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Beiersdorf AG
 - 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. Proctor & Gamble Company
 - 15.1.3. Unilever PLC
 - 15.1.4. Colgate-Palmolive company
 - 15.1.5. Johnson & Johnson Services Inc
 - 15.1.6. Loreal SA
 - 15.1.7. Natura &Co
 - 15.1.8. Oriflame Cosmetics Global SA
 - 15.1.9. The Estee Lauder Companies Inc

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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