

Herbal Beauty Products Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Skin care, Hair care, Makeup, Fragrance, Others), By Application (Men, Women), By Distribution Channel (Hypermarkets/Supermarkets, Pharmacy & Drug Stores, Convenience Stores, Online, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Herbal Beauty Products Market was valued at USD 101.4 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.1% through 2028. The herbal beauty products market is expected to continue to grow in the coming years, driven by the increasing consumer demand for natural and organic products. The market is also expected to benefit from the growing popularity of herbal beauty products among millennials and Gen Z consumers.

During the projected period, it is anticipated that the propensity for improved looks and appearance along with rising consumer adoption of herbal products will favor the growth of the herbal beauty products market globally. Due to growing consumer knowledge of the negative consequences of the chemicals added to beauty products, there is an increased demand for herbal beauty products. Moreover, beauty companies have been acquiring herbal beauty and personal care brands to expand the consumer base who are progressively passionate about clean, green, and herbal products. The demand for herbal beauty products is anticipated to be driven by the rising usage of cosmetics containing organically derived herbal compounds like lavender, chamomile, rosemary, jojoba oil, Aloe Vera, etc., to treat skin, acne, and hair issues.

Herbal extracts are mainly used in beauty products because they typically have potent

antibacterial and antioxidant actions as well as pigmentation inhibition. Additionally, vitamins, witch hazel, willow herb, green tea extract, and botanical extracts are among the herbal elements that shield skin from UV radiation and pollutants. The demand for herbal beauty products will rise as a result of all of these factors. The market for herbal beauty products is developing globally due to consumer preferences for products devoid of chemicals and ecologically friendly products. The demand for chemical-free hair and skin care products is rising, and consumers are becoming more aware of the benefits of using cruelty-free cosmetics.

Key Market Drivers

Consumer Demand for Natural and Organic Products

The most prominent driver for the herbal beauty products market is the escalating demand for natural and organic alternatives to conventional cosmetics. Today's consumers are more conscious about the ingredients they apply to their skin and hair. The rise in health and wellness trends, coupled with increased awareness about the potential risks associated with synthetic chemicals, has led consumers to seek safer, more natural options.

Natural and organic herbal beauty products are perceived as healthier and less likely to cause adverse reactions. They are often free from harsh chemicals such as parabens, sulfates, and artificial fragrances. This consumer shift towards cleaner beauty products has been catalyzed by the desire for products that align with personal values such as sustainability, cruelty-free practices, and environmental responsibility.

Many consumers are also turning to herbal beauty products because of their perceived benefits for specific skin and hair concerns. Ingredients like aloe vera, chamomile, and tea tree oil are known for their soothing and healing properties, while herbs like rosemary and lavender are believed to promote hair growth. Consumers are drawn to herbal beauty products due to their potential therapeutic qualities, further boosting market growth.

Increased Health and Environmental Awareness

The herbal beauty products market has been greatly influenced by a global shift towards greater health and environmental awareness. Consumers are increasingly conscious of the environmental impact of the beauty industry, including issues related to plastic waste, carbon emissions, and wildlife harm. This awareness has led to a

demand for sustainable and eco-friendly beauty products.

Herbal beauty products often align with these environmental concerns. Many herbal brands prioritize eco-friendly packaging, sustainable sourcing of ingredients, and cruelty-free testing practices. Additionally, the use of natural ingredients reduces the reliance on synthetic chemicals, which can harm both the environment and human health.

Moreover, health awareness plays a significant role in the growth of herbal beauty products. Consumers are becoming more informed about the potential health risks associated with synthetic chemicals found in traditional cosmetics. Parabens, phthalates, and synthetic fragrances have been linked to various health issues, including allergies, hormonal imbalances, and skin irritations. This knowledge has led consumers to seek safer alternatives in herbal beauty products, contributing to the market's expansion.

Shifting Cultural and Societal Values

Cultural and societal values are evolving, and this shift has had a profound impact on the herbal beauty products market. In many cultures, there is a long history of using herbs and natural ingredients for skincare and cosmetic purposes. As people become more interested in traditional and holistic approaches to beauty, these cultural practices are gaining recognition and acceptance globally.

For example, Ayurveda, an ancient Indian system of medicine, emphasizes the use of herbs and natural ingredients for holistic wellness, including skincare and haircare. This philosophy has gained popularity worldwide, leading to the emergence of Ayurvedic-inspired herbal beauty brands.

Similarly, traditional Chinese medicine and herbal remedies have influenced the herbal beauty market, with ingredients like ginseng, green tea, and goji berries being incorporated into beauty products for their potential health and beauty benefits.

Moreover, societal values such as sustainability and ethical consumerism have also driven the demand for herbal beauty products. Consumers are increasingly looking for products that align with their values, including cruelty-free practices, fair trade sourcing, and supporting local communities. Herbal beauty brands often prioritize these ethical considerations, making them more appealing to socially conscious consumers.

Growing Popularity of Natural and Holistic Wellness

The herbal beauty products market has benefited from the growing popularity of natural and holistic wellness practices. Consumers are embracing a more holistic approach to health and beauty, recognizing that what they put on their skin and hair is just as important as what they eat.

This holistic mindset has led to an interest in herbal beauty products that not only provide cosmetic benefits but also support overall well-being. For example, herbal ingredients like turmeric and amla are not only used for their skincare benefits but also for their potential antioxidant and anti-inflammatory properties when consumed as dietary supplements.

The rise of wellness culture has also fueled the demand for herbal beauty products that cater to specific needs, such as stress-relief skincare with ingredients like lavender and chamomile or products that promote better sleep with the inclusion of calming herbs.

Additionally, the influence of wellness influencers and experts on social media platforms has played a significant role in popularizing herbal beauty products. These influencers often advocate for natural and herbal remedies, showcasing the efficacy of herbal beauty products and driving consumer interest.

Expansion of E-Commerce and Digital Marketing

The digital transformation of the beauty industry, facilitated by the expansion of e-commerce and digital marketing, has been a crucial driver for the herbal beauty products market. Online platforms have made it easier for consumers to access a wide range of herbal beauty products from around the world, leading to increased awareness and availability. Digital marketing, including social media, influencer collaborations, and online advertising, has allowed herbal beauty brands to reach a broader audience. These brands can educate consumers about the benefits of herbal ingredients, showcase their products, and build strong online communities of loyal customers.

Furthermore, the rise of direct-to-consumer (DTC) business models has allowed herbal beauty brands to bypass traditional retail channels, reducing distribution costs and allowing for more competitive pricing. This has made herbal beauty products more accessible to consumers and has contributed to market growth. E-commerce platforms also enable consumers to research products, read reviews, and compare prices, making it easier for them to make informed choices about herbal beauty products. This transparency and accessibility have boosted consumer confidence in these products,

leading to increased sales and market expansion.

Key Market Challenges

Regulatory Hurdles

One of the foremost challenges facing the herbal beauty products market is the complex and often inconsistent regulatory landscape. Regulatory agencies around the world have varying standards and requirements for cosmetics and skincare products, which can create hurdles for herbal beauty brands that operate internationally.

The primary concern is ensuring the safety and efficacy of herbal ingredients. While natural ingredients are generally perceived as safer than synthetic ones, not all natural ingredients are harmless. Herbal beauty products may contain allergens, irritants, or compounds that can interact negatively with certain skin types or medical conditions.

Regulatory agencies, such as the FDA in the United States and the European Medicines Agency (EMA) in the European Union, require extensive safety and efficacy testing for cosmetics and skincare products. Meeting these requirements can be expensive and time-consuming, particularly for smaller herbal beauty brands with limited resources.

Another challenge relates to labeling and marketing claims. Brands must be careful not to make exaggerated or unsupported claims about the benefits of their products, which can lead to regulatory actions and damage to their reputation. Striking a balance between providing consumers with accurate information and meeting regulatory requirements can be a delicate task.

To overcome these regulatory hurdles, herbal beauty brands must invest in rigorous testing, stay informed about changing regulations, and consider partnering with regulatory experts. Collaborating with industry associations can also help navigate the complex regulatory landscape more effectively.

Quality Control and Consistency

Maintaining consistent product quality and efficacy is a significant challenge for the herbal beauty products market. Unlike synthetic ingredients, natural herbal ingredients can vary in composition, potency, and quality based on factors such as climate, soil, and harvesting methods. This variability can make it difficult for brands to ensure that

each batch of their products meets the same high standards.

Consumers expect consistent results when using herbal beauty products, and any deviations from expected outcomes can lead to dissatisfaction and damage to a brand's reputation. Brands must invest in rigorous quality control processes and testing to minimize batch-to-batch variations and ensure product safety and effectiveness.

Sourcing high-quality herbal ingredients is another challenge. As demand for herbal beauty products increases, there is a risk of overharvesting or unsustainable sourcing practices. Brands that prioritize sustainability and ethical sourcing may face higher costs and limited availability of certain ingredients.

To address these challenges, herbal beauty brands can establish strong relationships with reliable suppliers and invest in research and development to optimize formulations for consistency and effectiveness. Brands can also consider certifications such as organic or Fair Trade to demonstrate their commitment to quality and sustainability.

Key Market Trends

Clean Beauty Movement

The clean beauty movement has gained significant traction in the herbal beauty products market. Consumers are increasingly seeking products that are free from harmful chemicals, toxins, and synthetic ingredients. This trend aligns with the core values of herbal beauty, which emphasizes the use of natural, plant-based ingredients.

Clean beauty products often have labels such as 'paraben-free,' 'sulfate-free,' and 'cruelty-free.' These labels reassure consumers that the products are formulated without harmful additives and are not tested on animals. Many herbal beauty brands have positioned themselves at the forefront of the clean beauty movement, emphasizing transparency in ingredient sourcing and product formulation.

This trend has encouraged herbal beauty brands to invest in ingredient transparency, third-party certifications, and clean packaging. As consumers become more educated about ingredient safety, the clean beauty movement is expected to continue shaping the herbal beauty products market, driving innovation and sustainability.

Rise of Ayurvedic and Traditional Herbal Remedies

Ayurveda, a traditional system of medicine from India, has gained global recognition and popularity in the herbal beauty products market. Ayurvedic principles emphasize balance and holistic wellness, which aligns with the core values of herbal beauty.

Herbal beauty brands are increasingly incorporating Ayurvedic ingredients such as neem, turmeric, and ashwagandha into their formulations. These ingredients are known for their skincare and haircare benefits, and consumers are drawn to them for their historical use in traditional remedies.

Additionally, traditional herbal remedies from other cultures, such as Chinese herbal medicine and Indigenous herbal knowledge, are also influencing herbal beauty product development. Brands are harnessing the power of these traditional remedies to create unique and effective products.

This trend reflects a growing appreciation for the wisdom of ancient herbal traditions and a desire for products that offer both beauty and wellness benefits. Expect to see continued growth in the use of Ayurvedic and traditional herbal ingredients in herbal beauty products.

CBD-Infused Herbal Beauty Products

Cannabidiol (CBD), derived from the cannabis plant, has emerged as a major trend in the herbal beauty products market. CBD is known for its potential anti-inflammatory and calming properties, making it a sought-after ingredient for skincare and topical products.

Herbal beauty brands are incorporating CBD into various products, including serums, creams, and balms. Consumers are drawn to these products for their potential to soothe skin irritations, reduce redness, and provide overall relaxation.

However, the use of CBD in beauty products is not without challenges. Regulatory frameworks for CBD can be complex and vary by region, leading to legal uncertainties. Brands must navigate these regulations to ensure compliance.

As research on CBD's benefits continues and regulatory clarity improves, the CBD-infused herbal beauty products trend is expected to grow, offering consumers more options for natural skincare solutions.

Segmental Insights

Type Insights

Based on type, the skincare segment emerged as the dominant player in the global market for herbal beauty products in 2022. The growth is attributed to increasing awareness of the benefits of herbal beauty products on the body such as skin improvement, acne reduction, removal of fine lines to slow down aging processes. Growing demand for skincare and hair care products is expected to drive segment growth.

On the other hand, the market revenue from the hair care segment is expected to foresee a fastest CAGR during the forecasted period. Herbal hair care products have been witnessing significant growth particularly shampoos and conditioners, which are expected to drive the overall growth of the market. These products are made with natural pure plant extracts which helps in accelerating healthy hair growth. In addition, these products significantly reduce hair loss, cleans scalp naturally, and are suitable for all hair types.

Application Insights

The women segment accounted for the largest revenue share in 2022. Over the years, growing awareness among women about personal hygiene is driving the market. The men segment is expected to witness a fastest CAGR during the forecasted period. The growth is attributed to rising preference for herbal beauty products among men. Herbal products such as conditioners with plant-based ingredients such as virgin coconut and avocado oil helps to rejuvenate weak, thin, and damaged hair follicles. In addition demand for anti-aging products by manufacturers such as Ren, and Prada Lab has been gaining popularity among men.

Distribution Channel Insights

Compared with the different distribution channels, supermarkets/hypermarkets are expected to emerge as the most lucrative source of sales with a highest revenue share in 2022. These stores offer trained representatives that work very creatively and are generally competent to provide the customer with a high quality of services that eventually impacts the salability of the products positively. Key players in the market including Walmart, Aldi, Target, and SPAR are increasing their store location across the lucrative markets including Germany, U.K. China, India, and the U.S., to gain the maximum customer penetration.

Regional Insights

North America accounted for the largest revenue share in the market in 2022 and is expected to continue its dominance over the forecast period. Growing demand for green label products and willingness of the consumers to pay premium prices for the natural ingredients based product has been driving the market in the region. The herbal beauty products market is expanding in Asia- Pacific primarily due to numerous safety regulations, increased consumer awareness, and customers' willingness to pay a high price for quality herbal products. The consumer inclination toward healthier lifestyles and the growing demand for products with low environmental impact drive market growth. Furthermore, the increasing acceptance of vegan lifestyles among millennials will likely contribute to the market's growth.

Key Market Players

Weleda AG

Bio Veda Action Research Co.

Arbonne International, LLC

Vasa Global Cosmetics

KlienZ Herbal Pvt. Ltd.

The Himalaya Drug Company

Shahnaz Ayurveda Pvt. Ltd

Lotus Herbals Limited

Marc Anthony Cosmetics, Inc.

Hemas Holdings

Report Scope:

In this report, the Global Herbal Beauty Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed

below:

Herbal Beauty Products Market, By Type:

Skin care

Hair care

Makeup

Fragrance

Others

Herbal Beauty Products Market, By Application:

Men

Women

Herbal Beauty Products Market, By Distribution Channel:

Hypermarkets/Supermarkets

Pharmacy & Drug Stores

Convenience Stores

Online

Others

Herbal Beauty Products 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

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Herbal Beauty Products Market.

Available Customizations:

Global Herbal Beauty Products market report with the given market data, Tech Sci 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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15. STRATEGIC RECOMMENDATIONS

- 15.1. Key Focus Areas
- 15.2. Target Type
- 15.3. Target Distribution Channel

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