

Maternity & Personal Care Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Skin Care, Hair Care, Maternity Clothing & Apparel, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacies/Drugstores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Global Maternity & Personal Care Market was valued at USD 59.06 billion in 2024 and is expected to grow to USD 87.44 billion by 2030 with a CAGR of 6.80% during the forecast period. The global maternity and personal care market is witnessing steady growth, driven by increasing awareness of maternal health, wellness, and hygiene. Consumers are seeking safe, natural, and effective products tailored for pregnancy, postpartum care, and personal grooming. Rising disposable incomes, urbanization, and changing lifestyles are encouraging the adoption of premium and specialized solutions, including skincare, hair care, and personal hygiene products. Additionally, the growth of e-commerce and social media influence is enabling greater product accessibility and awareness. Innovations in product formulations, packaging, and convenience are further enhancing consumer engagement, making maternity and personal care an evolving and dynamic market segment worldwide.

Key Market Drivers

Rising Awareness of Maternal Health and Wellness

One of the most significant drivers of the maternity and personal care market is the increasing awareness of maternal health and wellness among women. Modern

consumers are more informed about the physical, emotional, and hormonal changes that occur during pregnancy and postpartum periods. According to the World Health Organization (WHO), over 90% of women worldwide experience pregnancy-related health concerns, highlighting the need for specialized care. This awareness has created demand for products such as stretch mark creams, pregnancy-safe skincare, prenatal vitamins, and postpartum recovery aids. Healthcare professionals and wellness advocates contribute to this trend by emphasizing preventive care and safe product usage. Campaigns promoting mental well-being during and after pregnancy have encouraged the adoption of products supporting comfort, hygiene, and self-care. This heightened consciousness drives innovation and expansion across the maternity and personal care sector.

Key Market Challenges

Regulatory and Safety Compliance Challenges

One of the most critical challenges in the maternity and personal care market is navigating stringent regulatory requirements and ensuring product safety. Products targeted toward pregnant and postpartum women must meet strict guidelines imposed by health authorities in different countries. Regulatory bodies often require extensive testing for ingredients, packaging, and claims, which can significantly increase development time and costs. Any safety concerns or non-compliance can lead to product recalls, legal repercussions, and damage to brand reputation. Furthermore, differences in regulations across regions make it challenging for global brands to maintain uniform product offerings. Companies must invest in rigorous quality control and continuous monitoring of emerging guidelines to ensure compliance, which can be both resource-intensive and complex. This regulatory landscape can slow product launches and limit market expansion, posing a significant hurdle for new entrants and existing players alike.

Key Market Trends

Integration of Technology and Personalized Solutions

Technological advancements are shaping the maternity and personal care market, giving rise to personalized and tech-driven solutions. Companies are leveraging biotechnology, dermatological research, and digital tools to create products tailored to individual needs, such as skin type, hair texture, or pregnancy stage. Personalized subscription boxes, AI-powered skincare recommendations, and smart wellness devices

are becoming more prevalent. These innovations allow consumers to receive targeted care, enhancing product efficacy and satisfaction. Mobile apps, virtual consultations, and online diagnostic tools are enabling mothers to make informed choices regarding prenatal and postnatal care. This trend toward personalization not only strengthens consumer engagement but also differentiates brands in an increasingly competitive market.

Key Market Players

Unilever plc,

Amoralia

Edgewell Personal Care Company

Seraphine Limited

Kaya Ltd

Destination Maternity Corporation

Johnson & Johnson Services, Inc.

Mama Mio Inc.

Jubilant Ingrevea Limited

Proctor & Gamble Company

Report Scope:

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

Maternity & Personal Care Market, By Type:

Skin Care

Hair Care

Maternity Clothing & Apparel

Others

Maternity & Personal Care Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Pharmacies/Drugstores

Online

Others

Maternity & Personal Care Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

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 Maternity & Personal Care Market.

Available Customizations:

Maternity & Personal Care Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Ski...

Global Maternity & Personal 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).

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