

United States Beauty & Personal Care Market, By Product Type (Personal Care and Beauty Care), By Distribution Channel (Specialty Stores, Departmental Stores, Hypermarket/Supermarket, E-Commerce, Drug Stores and Others), By Region, By Top 10 States, Competition Forecast & Opportunities, 2026

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Abstracts

United States beauty and personal care market stood at USD80.43 billion in 2020 and is projected to cross USD106.61 billion by 2026, growing at a CAGR of 5.13% due to increasing young population, increasing beauty conscious consumers and increasing self-care treatment at home, and presence of high-quality ingredients in beauty products.

United States beauty and personal care market is divided into the following segments: product type, distribution channel, region, top 10 states, and company. In terms of product type, the United States beauty and personal care market is divided into personal care and beauty care. The personal care market is further segmented into skincare and hair care. Among them, the skincare segment is dominating the personal care market due to growing concern for healthier and brighter looking skin. Similarly, the beauty care market is further segmented into makeup & color cosmetics, beauty tools & accessories, nail care, and others. Among them, makeup and color cosmetics type is dominating the beauty care market due to the increasing number of makeup-related videos on social media, and the availability of makeup apps, which has resulted in increased demand for beauty care products. Furthermore, technological up-gradation is also expected to drive the beauty and personal care market since most consumers these days are using augmented reality while buying a beauty product. With this technology, customers can try on hair color and makeup products realistically in real-

time and obtain a skin analysis and personalized skincare routine. Moreover, e-commerce sales have also increased dramatically in recent years with the advent of augmented reality technology in the e-commerce channel. Now, many buyers like to know more about the product before purchasing it, which was previously difficult. The COVID-19 pandemic has acted as a catalyst in the adoption of augmented and virtual reality to facilitate the shopping experience, and most retailers in the United States now want to offer virtual try-on when compared with before the pandemic. In addition, augmented reality can help understand customer preferences better, helping boost sales and revenue for businesses and help companies in developing unique customer-centric products.

Based on distribution channel segment, the United States beauty and personal care market is segmented into specialty stores, departmental stores, hypermarket/supermarket, e-commerce, drug stores, and others. Among them, specialty stores are dominating the United States beauty and personal care market due to the availability of a variety of beauty and personal care products of various brands in these stores.

Based on region, the United States beauty and personal care market is segmented into South, West, Midwest, Northwest. Among which, South region is dominating the United States beauty and personal care market due to the strong gross domestic product and per capita personal income of states like Texas, Florida, Georgia, North Carolina, etc.

Some of the major players operating in the United States beauty and personal care market are L'Oréal USA, Johnson & Johnson, Unilever USA, The Estée Lauder Companies Inc., L Brands, Inc. & Others. To remain competitive in the United States beauty and personal care market, companies are continuously launching new products, upgrading technology, changing marketing strategy to capture the majority of the consumer base in the country.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F-2026F

Objective of the Study:

To analyze the historical growth in the market size of the United States beauty and personal care market from 2016 to 2020.

To estimate and forecast the market size of the United States beauty and personal care market from 2021 to 2026 and growth rate until 2026.

To define, classify and forecast the United States beauty and personal care market based on product type, distribution channel, region, top 10 states, and company.

To analyze and forecast the United States beauty and personal care market size with respect to personal care product type (skin care and hair care).

To analyze and forecast the United States beauty and personal care market size with respect to beauty care product type (makeup & color cosmetics, beauty tools & accessories, nail care and others (manicure & pedicure)

To scrutinize the detailed market segmentation and forecast the market size based on four regions, namely – South, West, Midwest, and Northeast.

To examine competitive developments such as expansions, innovative product launches, government policy and investments and new entrants in the United States beauty and personal care market.

To strategically profile leading players operating in the United States beauty and personal care market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading beauty and personal care companies across the United States. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the company personnel were also enquired about their key products, prices of products and competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary

research. TechSci Research analyzed the product type, distribution channel, top 10 states and regional presence of all major beauty and personal care companies across the country.

TechSci Research calculated the United States beauty and personal care market size using a top-down approach, where manufacturers' value share data for product type, distribution channel was recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company annual reports, World Bank, International Trade Centre, United States Census Bureau, press releases, industry magazines, industry reports, news dailies, credible paid databases and proprietary databases were also studied by TechSci Research.

Key Target Audience:

Beauty and personal care manufacturers/importers, suppliers, distributors, and other stakeholders.

Trade associations, organizations, forums, and alliances related to beauty and personal care market.

Government bodies such as regulating authorities and policy makers.

Market research and consulting firms.

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as beauty and personal care manufacturers, distributors, dealers and policy makers. The study would also help them in deciding which market segments should be targeted over the coming years to strategize investments and capitalize on growth of the market.

Report Scope:

In this report, United States beauty and personal care market has been segmented into the following categories in addition to the industry trends which have also been detailed below:

United States Beauty and Personal Care Market, By Product Type:

Personal Care

Skin Care

Hair Care

Beauty Care

Makeup & Color Cosmetics

Beauty Tools & Accessories

Nail Care

Others (Manicure & Pedicure)

United States Beauty and Personal Care Market, By Distribution Channel:

Specialty Stores

Departmental Stores

Hypermarket/Supermarket

E-Commerce

Drug Stores

Others

United States Beauty and Personal Care Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies operating in the United States beauty and personal care market.

Available Customizations:

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:

Channel Partner Analysis

Detailed list of distributors and dealers across all major regions.

Company Information

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

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