

North America Skin Toners Market Forecast to 2028 -Regional Analysis - by Type (Hydrating Toners, Exfoliating Toners, and Treatment Toners), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Drugstores and Pharmacies, Health and Beauty Stores, Online Retail, and Others)

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Abstracts

The North America skin toners market is expected to grow from US\$ 233.68 million in 2022 to US\$ 294.92 million by 2028. It is estimated to grow at a CAGR of 4.0% from 2022 to 2028.

Benefits of Using Skin Toners Fuels North America Skin Toners Market

In recent times, health and skin care awareness has increased significantly among consumers across the region. Consumers are seeking products that help them look youthful. Due to increased disposable income, consumers are willing to spend a tremendous amount on skincare products that make their skin appear healthy and radiant. People also spend extensively on personal care products as they are conscious about their appearance in social settings. Due to the increasing pressure to look good in an image-focused society, people are dedicated to researching the best products for their skin type. This shows the rising expenditure on personal care and beauty products. In addition, consumers can access various products available from supermarkets or online marketplaces. All these factors significantly influence the demand for skin care products across the region.

Skin toner infuses skin with nutrients, brightens the tone, balances the pH level, boosts

hydration, and minimizes the appearance of enlarged pores. It helps to remove deeply absorbed makeup residue, dead skin cells, and grime from the skin's pores. Hence, using a skin toner helps simplify the absorption of other skin care products. Moreover, skin is naturally acidic and has a pH level of ~4.7. However, ordinary soaps and other traditional cleansers are alkaline in nature. Hence, applying a product with a different pH level to the skin can disrupt its usual functions, potentially leading to dryness, oiliness, or irritation. Although skin pH can recover easily, a toner can quickly balance pH levels. Along with providing an additional cleanse, toners also help restore the skin with nutrients that are removed by traditional cleansers. The application of toner often makes the skin softer and smoother. A toner can even help with stubborn issues such as redness. All these properties and benefits of skin toners are boosting their demand across the region, which is driving the market growth.

North America Skin Toners Market Overview

The North America skin toners market is segmented into the US, Canada, and Mexico. In North America, the thriving personal care & beauty industry plays a significant role in the consumption of beauty and cosmetic products, including skin toner. Further, there is a growing trend of using natural, vegan, and organic skincare products amongst North Americans, which tends to increase the sales of natural and organic skin toner. These factors are expected to generate lucrative opportunities for the growth of the North America skin toners market. Additionally, consumers are increasingly demanding healthier, more natural, and less harmful products without compromising results. Thus, the growing consumption of self-care products, along with a well-established cosmetics & personal care industry in the region, are a few of the primary factors driving the growth of the North America skin toners market.

Further, the US, Canada, and Mexico have well-established e-commerce sectors owing to rising internet penetration. People increasingly purchase various products using online retail channels due to heavy discounts, the availability of multiple brands under one roof, and home delivery services. Also, people in the 18-45 age group are continuously engaged in shopping online. Moreover, many beauty retailers are adding virtual reality (VR) and augmented reality (AR) features to their online websites, which is attracting young consumers. These factors are driving the sales of skin toner through online retail channels. These factors are expected to fuel the North America skin toners market growth in North America during the forecast period.

North America Skin Toners Market Revenue and Forecast to 2028 (US\$ Million)

North America Skin Toners Market Segmentation

The North America skin toners market is segmented into type, category, distribution channel, and country.

Based on type, the North America skin toners market is segmented into hydrating toners, exfoliating toners, and treatment toners. The treatment toners segment held the largest share of the North America skin toners market in 2022.

Based on category, the North America skin toners market is segmented into organic and conventional. The conventional segment held a larger share of the North America skin toners market in 2022.

Based on distribution channel, the North America skin toners market is segmented into supermarkets and hypermarkets, drugstores and pharmacies, health and beauty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share of the North America skin toners market in 2022.

Based on country, the North America skin toners market is segmented into the US, Canada, and Mexico. The US dominated the share of the North America skin toners market in 2022.

Dickinson Brands Inc; Johnson & Johnson Consumer Inc; Mario Badescu Skin Care Inc; L'Oreal SA; Shiseido Co Ltd; The Procter & Gamble Co; Burt's Bees Inc; and The Bodyshop International Ltd are the leading companies operating in the North America skin toners market.

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