

# **Cosmetic Serum Market Size, Trends, Analysis, and Outlook By Product (Hair care serum, Skin, Sun care serum), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/CF1E9EB55A40EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: CF1E9EB55A40EN

## **Abstracts**

Global Cosmetic Serum Market Size is valued at \$4.1 Billion in 2024 and is forecast to register a growth rate (CAGR) of 6.4% to reach \$6.7 Billion by 2032.

The cosmetic serum market is expanding due to increasing consumer demand for targeted skincare solutions and the popularity of active ingredients. The trend towards personalized beauty and clean formulations is driving market growth. Innovations in delivery systems and formulations are enhancing market potential, prompting brands to explore diverse serum offerings tailored to specific skin concerns.

### **Cosmetic Serum Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Cosmetic Serum survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Cosmetic Serum industry.

### **Key market trends defining the global Cosmetic Serum demand in 2025 and Beyond**

The Cosmetic Serum industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

## Cosmetic Serum Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Cosmetic Serum industry

Leading Cosmetic Serum companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Cosmetic Serum companies.

### Cosmetic Serum Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Cosmetic Serum Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Cosmetic Serum industry report provides a detailed analysis and outlook of

*Cosmetic Serum Market Size, Trends, Analysis, and Outlook By Product (Hair care serum, Skin, Sun care serum),...*

revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Cosmetic Serum Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Cosmetic Serum Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Cosmetic Serum market segments. Similarly, strong market demand encourages Canadian Cosmetic Serum companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Cosmetic Serum Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Cosmetic Serum industry remains the major market for companies in the European Cosmetic Serum industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Cosmetic Serum market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

### Asia Pacific Cosmetic Serum Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Cosmetic Serum in Asia Pacific. In

particular, China, India, and South East Asian Cosmetic Serum markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Cosmetic Serum Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Cosmetic Serum Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Cosmetic Serum market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Cosmetic Serum.

**Cosmetic Serum Company Profiles**

The global Cosmetic Serum market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Amka Products Pty Ltd, Amway Corp, Avon Products Inc, Beiersdorf AG, CHANEL Ltd, Clarins Pte Ltd, Coty Inc, Edgewell Personal Care Co., Henkel AG & Co. KGaA, Johnson and Johnson, Kao Corp, L'Oréal S.A., LVMH Moët Hennessy Louis Vuitton SE, Markwins Beauty Brands Inc, Mary Kay Inc, Shiseido Co. Ltd, The Estée Lauder Co. Inc, The Procter & Gamble Company (P&G), Unilever PLC, ZYMO Cosmetics.

**Recent Cosmetic Serum Market Developments**

The global Cosmetic Serum market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Cosmetic Serum Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Product

Hair care serum

Skin

Sun care serum

By Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Amka Products Pty Ltd

Amway Corp

Avon Products Inc

Beiersdorf AG

CHANEL Ltd

Clarins Pte Ltd

Coty Inc

Edgewell Personal Care Co.

Henkel AG & Co. KGaA

Johnson and Johnson

Kao Corp

L'Oréal S.A.

LVMH Moët Hennessy Louis Vuitton SE

Markwins Beauty Brands Inc

Mary Kay Inc

Shiseido Co. Ltd

The Estée Lauder Co. Inc

The Procter & Gamble Company (P&G)

Unilever PLC

ZYMO Cosmetics

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. COSMETIC SERUM MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Cosmetic Serum Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Cosmetic Serum Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Cosmetic Serum Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Cosmetic Serum Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Cosmetic Serum Market Outlook to 2032

### **CHAPTER 5: COSMETIC SERUM MARKET DYNAMICS**

*Cosmetic Serum Market Size, Trends, Analysis, and Outlook By Product (Hair care serum, Skin, Sun care serum),...*



- 5.1 Key Cosmetic Serum Market Trends
- 5.2 Potential Cosmetic Serum Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL COSMETIC SERUM MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
  - Hair care serum
  - Skin
  - Sun care serum
- Distribution Channel
  - Offline
  - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA COSMETIC SERUM MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
  - Hair care serum
  - Skin
  - Sun care serum
- Distribution Channel
  - Offline
  - Online
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Cosmetic Serum Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Cosmetic Serum Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Cosmetic Serum Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE COSMETIC SERUM MARKET ANALYSIS AND OUTLOOK TO 2032**

- 8.1 Europe Market Outlook by Segments, 2021- 2032
- 8.2 Product

Hair care serum

Skin

Sun care serum

Distribution Channel

Offline

Online

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Cosmetic Serum Market Size Forecast, 2021- 2032

8.3.2 France Cosmetic Serum Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Cosmetic Serum Market Size Forecast, 2021- 2032

8.3.4 Spain Cosmetic Serum Market Size Forecast, 2021- 2032

8.3.5 Italy Cosmetic Serum Market Size Forecast, 2021- 2032

8.3.6 Russia Cosmetic Serum Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Cosmetic Serum Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC COSMETIC SERUM MARKET ANALYSIS AND OUTLOOK TO 2032**

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Hair care serum

Skin

Sun care serum

Distribution Channel

Offline

Online

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Cosmetic Serum Market Size Forecast, 2021- 2032

9.3.2 India Cosmetic Serum Market Size Forecast, 2021- 2032

9.3.3 Japan Cosmetic Serum Market Size Forecast, 2021- 2032

9.3.4 South Korea Cosmetic Serum Market Size Forecast, 2021- 2032

9.3.5 Australia Cosmetic Serum Market Size Forecast, 2021- 2032

9.3.6 South East Asia Cosmetic Serum Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Cosmetic Serum Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA COSMETIC SERUM MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

## 10.2 Product

Hair care serum

Skin

Sun care serum

Distribution Channel

Offline

Online

## 10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Cosmetic Serum Market Size Forecast, 2021- 2032

10.3.2 Argentina Cosmetic Serum Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Cosmetic Serum Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA COSMETIC SERUM MARKET ANALYSIS AND OUTLOOK TO 2032**

### 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

#### 11.2 Product

Hair care serum

Skin

Sun care serum

Distribution Channel

Offline

Online

### 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Cosmetic Serum Market Size Forecast, 2021- 2032

11.3.2 The UAE Cosmetic Serum Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Cosmetic Serum Market Size Forecast, 2021- 2032

11.3.4 South Africa Cosmetic Serum Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Cosmetic Serum Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

### 12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

### 12.2 Key Companies Profiled in the Study

#### 12.3 Amka Products Pty Ltd

Amway Corp

Avon Products Inc

Beiersdorf AG

CHANEL Ltd

Clarins Pte Ltd  
Coty Inc  
Edgewell Personal Care Co.  
Henkel AG & Co. KGaA  
Johnson and Johnson  
Kao Corp  
L'Oréal S.A.  
LVMH Moët Hennessy Louis Vuitton SE  
Markwins Beauty Brands Inc  
Mary Kay Inc  
Shiseido Co. Ltd  
The Estée Lauder Co. Inc  
The Procter & Gamble Company (P&G)  
Unilever PLC  
ZYMO Cosmetics

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources  
13.2 Research Methodology  
13.3 Data Triangulation and Validation  
13.4 Assumptions and Limitations  
13.5 Forecast Methodology  
Appendix  
A: Highlights of the Q4-2024 Version  
B: Conclusion and Future Recommendations  
C: Customization Options  
D: Contact Information

## List Of Figures

### LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Cosmetic Serum Market Outlook by Type, 2021- 2032
- Figure 6: Global Cosmetic Serum Market Outlook by Application, 2021- 2032
- Figure 7: Global Cosmetic Serum Market Outlook by Region, 2021- 2032
- Figure 8: North America Cosmetic Serum Market Snapshot, Q4-2024
- Figure 9: North America Cosmetic Serum Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Cosmetic Serum Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Cosmetic Serum Market Share by Country, 2023
- Figure 12: Europe Cosmetic Serum Market Snapshot, Q4-2024
- Figure 13: Europe Cosmetic Serum Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Cosmetic Serum Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Cosmetic Serum Market Share by Country, 2023
- Figure 16: Asia Pacific Cosmetic Serum Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Cosmetic Serum Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Cosmetic Serum Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Cosmetic Serum Market Share by Country, 2023
- Figure 20: South America Cosmetic Serum Market Snapshot, Q4-2024
- Figure 21: South America Cosmetic Serum Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Cosmetic Serum Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Cosmetic Serum Market Share by Country, 2023
- Figure 24: Middle East and Africa Cosmetic Serum Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Cosmetic Serum Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Cosmetic Serum Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Cosmetic Serum Market Share by Country, 2023
- Figure 28: United States Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032

- Figure 31: Germany Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Cosmetic Serum Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

- Table 1: Market Scope and Segmentation
- Table 2: Global Cosmetic Serum Market Size Outlook, \$Million, 2021 to 2032
- Table 3: Low Case Scenario Forecasts
- Table 4: Reference Case Scenario Forecasts
- Table 5: High Growth Scenario Forecasts
- Table 6: Global Cosmetic Serum Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Cosmetic Serum Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Cosmetic Serum Market Outlook by Type, 2021- 2032
- Table 10: North America- Cosmetic Serum Market Outlook by Country, 2021- 2032
- Table 11: Europe - Cosmetic Serum Market Outlook by Type, 2021- 2032
- Table 12: Europe - Cosmetic Serum Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Cosmetic Serum Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Cosmetic Serum Market Outlook by Country, 2021- 2032
- Table 15: South America- Cosmetic Serum Market Outlook by Type, 2021- 2032
- Table 16: South America- Cosmetic Serum Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Cosmetic Serum Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Cosmetic Serum Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Cosmetic Serum Companies
- Table 20: Product Profiles of Leading Cosmetic Serum Companies
- Table 21: SWOT Profiles of Leading Cosmetic Serum Companies

## I would like to order

Product name: Cosmetic Serum Market Size, Trends, Analysis, and Outlook By Product (Hair care serum, Skin, Sun care serum), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/CF1E9EB55A40EN.html>

Price: US\$ 3,582.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CF1E9EB55A40EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below



and fax the completed form to +44 20 7900 3970