

Exfoliating Scrub Market Size, Share, and Outlook, 2025 Report- By Type (Exfoliating Face Scrub, Exfoliating Body Scrub, Gender, Women, Men), Application (Backhead Removal, Face Cleaning, Skin Toning, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032

<https://marketpublishers.com/r/EA17D8E35193EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: EA17D8E35193EN

Abstracts

Exfoliating Scrub Market Outlook

The global Exfoliating Scrub market is expected to register a growth rate of 7.7% during the forecast period from \$6.3 Billion in 2024 to \$11.4 Billion in 2032. The Exfoliating Scrub market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Exfoliating Scrub segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Exfoliating Face Scrub, Exfoliating Body Scrub, Gender, Women, Men), Application (Backhead Removal, Face Cleaning, Skin Toning, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Exfoliating Scrub markets.

Exfoliating Scrub Market Insights, 2025

The exfoliating scrub market in 2025 is flourishing as consumers increasingly prioritize skincare routines that promote skin renewal and radiance. With rising awareness about the benefits of removing dead skin cells to prevent clogged pores and improve texture, exfoliating scrubs are becoming staples in both daily and weekly skincare regimens.

Innovations focus on natural and gentle exfoliants, such as fruit enzymes, sugar, and finely ground seeds, to cater to sensitive skin types while minimizing irritation. The surge in clean beauty and cruelty-free product demand also drives growth, with many brands emphasizing vegan and biodegradable formulations. The rise of personalized skincare and digital diagnostics enables tailored scrub products for diverse skin concerns, such as acne, dryness, or aging. Online beauty influencers and dermatologist endorsements play a pivotal role in shaping consumer preferences. Additionally, increasing male grooming habits expand the target demographic. Retail distribution is increasingly omnichannel, combining specialty beauty stores, drugstores, and e-commerce platforms.

Five Trends that will define global Exfoliating Scrub market in 2025 and Beyond

A closer look at the multi-million global market for Exfoliating Scrub identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Exfoliating Scrub companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Exfoliating Scrub industry?

The Exfoliating Scrub sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Exfoliating Scrub Market Segment Insights

The Exfoliating Scrub industry presents strong offers across categories. The analytical report offers forecasts of Exfoliating Scrub industry performance across segments and countries. Key segments in the industry include By Type (Exfoliating Face Scrub, Exfoliating Body Scrub, Gender, Women, Men), Application (Backhead Removal, Face Cleaning, Skin Toning, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Exfoliating Scrub market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Exfoliating Scrub industry ecosystem. It assists decision-makers in evaluating global Exfoliating Scrub market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Exfoliating Scrub industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Exfoliating Scrub Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Exfoliating Scrub Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Exfoliating Scrub with demand from both Western Europe and

Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Exfoliating Scrub market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Exfoliating Scrub market Insights Executives are most excited about opportunities for the US Exfoliating Scrub industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Exfoliating Scrub companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Exfoliating Scrub market.

Latin American Exfoliating Scrub market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Exfoliating Scrub Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Exfoliating Scrub markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Exfoliating Scrub markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Exfoliating Scrub companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Herrco Cosmetics Ltd, Clinique Laboratories, LLC, Clean and Clear (Johnson and Johnson), Beiersdorf AG (NIVEA), Dermalogica, Procter and Gamble Company (Olay), L'Oréal S.A., e.l.f. Cosmetics, Mario Badescu Skin Care Inc, John Allan's, Shiseido Company, Limited (Shiseido), DHC Corporation, Clarins Group.

Exfoliating Scrub Market Scope

Leading Segments

By Type

Exfoliating Face Scrub

Exfoliating Body Scrub

By Gender

Women

Men

By Application

Backhead Removal

Face Cleaning

Skin Toning

Others

By Distribution Channel

Online

Offline

Leading Companies

Herrco Cosmetics Ltd

Clinique Laboratories, LLC

Clean and Clear (Johnson and Johnson)

Beiersdorf AG (NIVEA)

Dermalogica

Procter and Gamble Company (Olay)

L'Oréal S.A.

e.l.f. Cosmetics

Mario Badescu Skin Care Inc

John Allan's

Shiseido Company, Limited (Shiseido)

DHC Corporation

Clarins Group

Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Exfoliating Scrub Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Exfoliating Scrub Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL EXFOLIATING SCRUB MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Exfoliating Scrub Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. EXFOLIATING SCRUB MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Exfoliating Face Scrub

Exfoliating Body Scrub

By Gender

Women

Men

By Application

Backhead Removal

Face Cleaning

Skin Toning

Others

By Distribution Channel

Online

Offline

6. GLOBAL EXFOLIATING SCRUB MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA EXFOLIATING SCRUB MARKET SIZE OUTLOOK

Exfoliating Scrub Market Size, Share, and Outlook, 2025 Report- By Type (Exfoliating Face Scrub, Exfoliating B...

- 6.1 Key Market Statistics, 2024
- 6.2 North America Exfoliating Scrub Market Trends and Growth Opportunities
 - 6.2.1 North America Exfoliating Scrub Market Outlook by Type
 - 6.2.2 North America Exfoliating Scrub Market Outlook by Application
- 6.3 North America Exfoliating Scrub Market Outlook by Country
 - 6.3.1 The US Exfoliating Scrub Market Outlook, 2021- 2032
 - 6.3.2 Canada Exfoliating Scrub Market Outlook, 2021- 2032
 - 6.3.3 Mexico Exfoliating Scrub Market Outlook, 2021- 2032

7. EUROPE EXFOLIATING SCRUB MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Exfoliating Scrub Market Trends and Growth Opportunities
 - 7.2.1 Europe Exfoliating Scrub Market Outlook by Type
 - 7.2.2 Europe Exfoliating Scrub Market Outlook by Application
- 7.3 Europe Exfoliating Scrub Market Outlook by Country
 - 7.3.2 Germany Exfoliating Scrub Market Outlook, 2021- 2032
 - 7.3.3 France Exfoliating Scrub Market Outlook, 2021- 2032
 - 7.3.4 The UK Exfoliating Scrub Market Outlook, 2021- 2032
 - 7.3.5 Spain Exfoliating Scrub Market Outlook, 2021- 2032
 - 7.3.6 Italy Exfoliating Scrub Market Outlook, 2021- 2032
 - 7.3.7 Russia Exfoliating Scrub Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Exfoliating Scrub Market Outlook, 2021- 2032

8. ASIA PACIFIC EXFOLIATING SCRUB MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Exfoliating Scrub Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Exfoliating Scrub Market Outlook by Type
 - 8.2.2 Asia Pacific Exfoliating Scrub Market Outlook by Application
- 8.3 Asia Pacific Exfoliating Scrub Market Outlook by Country
 - 8.3.1 China Exfoliating Scrub Market Outlook, 2021- 2032
 - 8.3.2 India Exfoliating Scrub Market Outlook, 2021- 2032
 - 8.3.3 Japan Exfoliating Scrub Market Outlook, 2021- 2032
 - 8.3.4 South Korea Exfoliating Scrub Market Outlook, 2021- 2032
 - 8.3.5 Australia Exfoliating Scrub Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Exfoliating Scrub Market Outlook, 2021- 2032
 - 8.3.7 Rest of Asia Pacific Exfoliating Scrub Market Outlook, 2021- 2032

9. SOUTH AMERICA EXFOLIATING SCRUB MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Exfoliating Scrub Market Trends and Growth Opportunities

9.2.1 South America Exfoliating Scrub Market Outlook by Type

9.2.2 South America Exfoliating Scrub Market Outlook by Application

9.3 South America Exfoliating Scrub Market Outlook by Country

9.3.1 Brazil Exfoliating Scrub Market Outlook, 2021- 2032

9.3.2 Argentina Exfoliating Scrub Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Exfoliating Scrub Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA EXFOLIATING SCRUB MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Exfoliating Scrub Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Exfoliating Scrub Market Outlook by Type

10.2.2 Middle East and Africa Exfoliating Scrub Market Outlook by Application

10.3 Middle East and Africa Exfoliating Scrub Market Outlook by Country

10.3.1 Saudi Arabia Exfoliating Scrub Market Outlook, 2021- 2032

10.3.2 The UAE Exfoliating Scrub Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Exfoliating Scrub Market Outlook, 2021- 2032

10.3.4 South Africa Exfoliating Scrub Market Outlook, 2021- 2032

10.3.5 Egypt Exfoliating Scrub Market Outlook, 2021- 2032

10.3.6 Rest of Africa Exfoliating Scrub Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Herrco Cosmetics Ltd

Clinique Laboratories, LLC

Clean and Clear (Johnson and Johnson)

Beiersdorf AG (NIVEA)

Dermalogica

Procter and Gamble Company (Olay)

L'Oréal S.A.

e.l.f. Cosmetics

Mario Badescu Skin Care Inc

John Allan's

Shiseido Company, Limited (Shiseido)

DHC Corporation

Clarins Group

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

I would like to order

Product name: Exfoliating Scrub Market Size, Share, and Outlook, 2025 Report- By Type (Exfoliating Face Scrub, Exfoliating Body Scrub, Gender, Women, Men), Application (Backhead Removal, Face Cleaning, Skin Toning, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/EA17D8E35193EN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EA17D8E35193EN.html>