

Personal Care Market Size, Share, and Outlook, 2025 Report- By Type (Skin Care, Hair Care, Oral Care, Body Care, Others), Application (Male, Female, Children), Distribution Channel (Online, Offline), and Companies, 2021-2032

<https://marketpublishers.com/r/PCF600013EE7EN.html>

Date: June 2025

Pages: 185

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

ID: PCF600013EE7EN

Abstracts

Personal Care Market Outlook

The global Personal Care market is expected to register a growth rate of 7.4% during the forecast period from \$584.2 Billion in 2024 to \$1034.2 Billion in 2032. The Personal Care 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 Personal Care segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Skin Care, Hair Care, Oral Care, Body Care, Others), Application (Male, Female, Children), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Personal Care markets.

Personal Care Market Insights, 2025

The personal care market in 2025 continues to be shaped by consumer demand for clean, natural, and sustainable products. Growth is fueled by innovations in plant-based ingredients, microbiome-friendly formulations, and multifunctional products. Digital beauty, including AI skin diagnostics and personalized formulations, is transforming consumer engagement. Men's grooming and inclusive beauty segments grow rapidly. Sustainability initiatives focus on refillable packaging, biodegradable ingredients, and

carbon neutrality. The Asia-Pacific region remains the largest and fastest-growing market due to rising urbanization, disposable income, and evolving beauty standards.

Five Trends that will define global Personal Care market in 2025 and Beyond

A closer look at the multi-million global market for Personal Care identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Personal Care 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 Personal Care industry?

The Personal Care 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.

Personal Care Market Segment Insights

The Personal Care industry presents strong offers across categories. The analytical report offers forecasts of Personal Care industry performance across segments and countries. Key segments in the industry include By Type (Skin Care, Hair Care, Oral Care, Body Care, Others), Application (Male, Female, Children), 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, Personal Care 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 Personal Care industry ecosystem. It assists decision-makers in evaluating global Personal Care market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Personal Care 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 Personal Care 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 Personal Care 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 Personal Care 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 Personal Care market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Personal Care market Insights: Executives are most excited about opportunities for the US Personal Care industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Personal Care 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 Personal Care market.

Latin American Personal Care 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 Personal Care 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 Personal Care 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 Personal Care markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape
How Personal Care 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 L'Oréal Group, Unilever Plc, Procter and Gamble, Kimberly-Clark Corporation, Colgate-Palmolive Company, The Estée Lauder Companies Inc., Johnson and Johnson, Kao Corporation, Natura and Co, Shiseido Company, Limited, LVMH Moët Hennessy Louis Vuitton SE, Chanel, Clarins Group, Bath and Body Works, Edgewell Personal Care Company.

Personal Care Market Scope

Leading Segments

By Type

Skin Care

Hair Care

Oral Care

Body Care

Others

By Application

Male

Female

Children

By Distribution Channel

Online

Offline

Leading Companies

L'Oréal Group

Unilever Plc

Procter and Gamble

Kimberly-Clark Corporation

Colgate-Palmolive Company

The Est?e Lauder Companies Inc.

Johnson and Johnson

Kao Corporation

Natura and Co

Shiseido Company, Limited

LVMH Mo?t Hennessy Louis Vuitton SE

Chanel

Clarins Group

Bath and Body Works

Edgewell Personal Care Company

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, 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 Personal Care Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Personal Care 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 PERSONAL CARE 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 Personal Care 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. PERSONAL CARE 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
 - Skin Care
 - Hair Care
 - Oral Care
 - Body Care
 - Others
- By Application
 - Male
 - Female
 - Children
- By Distribution Channel
 - Online
 - Offline

6. GLOBAL PERSONAL CARE MARKET OUTLOOK ACROSS GROWTH SCENARIOS

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

6. NORTH AMERICA PERSONAL CARE MARKET SIZE OUTLOOK

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

7. EUROPE PERSONAL CARE MARKET SIZE OUTLOOK

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

8. ASIA PACIFIC PERSONAL CARE MARKET SIZE OUTLOOK

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

9. SOUTH AMERICA PERSONAL CARE MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Personal Care Market Trends and Growth Opportunities
 - 9.2.1 South America Personal Care Market Outlook by Type
 - 9.2.2 South America Personal Care Market Outlook by Application
- 9.3 South America Personal Care Market Outlook by Country
 - 9.3.1 Brazil Personal Care Market Outlook, 2021- 2032
 - 9.3.2 Argentina Personal Care Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Personal Care Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA PERSONAL CARE MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Personal Care Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Personal Care Market Outlook by Type
 - 10.2.2 Middle East and Africa Personal Care Market Outlook by Application
- 10.3 Middle East and Africa Personal Care Market Outlook by Country
 - 10.3.1 Saudi Arabia Personal Care Market Outlook, 2021- 2032
 - 10.3.2 The UAE Personal Care Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Personal Care Market Outlook, 2021- 2032
 - 10.3.4 South Africa Personal Care Market Outlook, 2021- 2032
 - 10.3.5 Egypt Personal Care Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Personal Care Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - L'Oréal Group
 - Unilever Plc
 - Procter and Gamble
 - Kimberly-Clark Corporation
 - Colgate-Palmolive Company
 - The Estée Lauder Companies Inc.
 - Johnson and Johnson
 - Kao Corporation
 - Natura and Co
 - Shiseido Company, Limited
 - LVMH Moët Hennessy Louis Vuitton SE

Chanel
Clarins Group
Bath and Body Works
Edgewell Personal Care Company
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: Personal Care Market Size, Share, and Outlook, 2025 Report- By Type (Skin Care, Hair Care, Oral Care, Body Care, Others), Application (Male, Female, Children), Distribution Channel (Online, Offline), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/PCF600013EE7EN.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/PCF600013EE7EN.html>