

Skincare Products Market Study

About Us

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Table of Content

Market Summary

- Market Overview
- Market Trends

Segment Overview

- By Product Type
- By Category
- Packaging Type
- Price Range
- By Distribution Channel

Regional Overview

Company Profiles

Beiersdorf AG

Loreal SA

Unilever PLC

The Estee Lauder Companies Inc.

Amorepacific Corporation

Shiseido Company Limited

Johnson and Johnson Services Inc.

Kao Corporation

Colgate-Palmolive Company

Amway Corporation

Natura and Co.

Herbalife Nutrition Ltd.

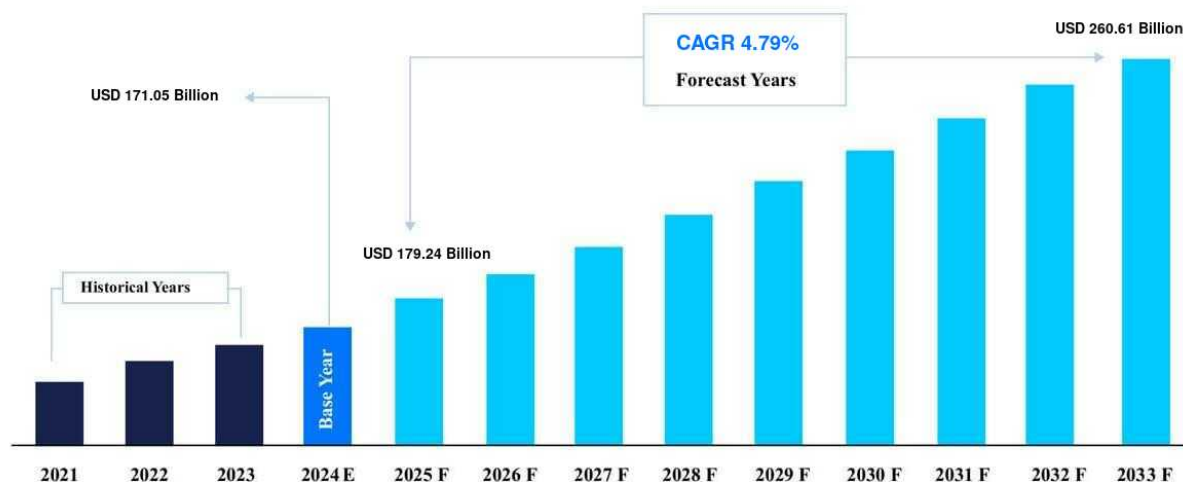
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
41%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

Germany

China

Emerging Companies

Beiersdorf AG

Loreal SA

Unilever PLC

Market Trends

Growth Trends

- Increase in demand for organic and natural skincare products.
- Growth of e-commerce and online sales of skincare products.
- Rise in the male skincare products market.
- Emergence of personalized skincare based on skin health data.
- Impact of social media influencers and beauty bloggers on the skincare market.
- Increasing R&D activities in anti-aging skincare products.

Factors considered while calculating market size and share

- Price of the skincare products across different regions and brands.
- Volume of skincare products sold in the market or sales data.
- Market penetration of skincare brands.
- Number of active competitors in the market.
- Customer demographics and their purchasing power or spending habits.
- Product availability and distribution channels.
- New product launches and their market acceptance.

Key Market Indicators

- Demand and Supply trends in the skincare market.
- Growth in a number of skincare clinics and dermatologists.
- Consumer awareness and preferences towards skin health and skincare products.
- Marketing and promotional activities of skincare brands.
- Changes in lifestyle and beauty trends.
- Government policies and regulations affecting the skincare market.

Counterfeiting in the personal care and cosmetics sector

The entrance of counterfeit goods into the market has turned into severe economic danger. For instance, according to intellectual property office (IPO) crime and enforcement data, over 2.2 million fake body care products, including cosmetics and fragrances, were seized in the United Kingdom alone between 2017 and 2018. Since consumers search the internet for inexpensive options, the online distribution channel is the most popular platform for selling counterfeit products.

For instance, in response to an NGO exposé, major international online retailers like Amazon and eBay removed illegal skin lighteners that contained mercury from their platforms in 2019. Compared to the organized market player offerings, these counterfeits and copied skincare and beauty products are inexpensive. Therefore, counterfeiting is one of the main factors impeding the expansion of the market under study. To combat the problem and maintain retail customers' interest in their brands, brands and consumers are taking the necessary precautions as awareness and incidents related to counterfeit beauty and personal care products grow.

Market Trends

Diversified product line and clean label trend

Natural, local, and organic are all terms that many shoppers research before making a purchase. According to a separate study, about 88% of consumers are willing to pay more for goods made with ingredients from natural sources. 90% of consumers believed that natural or naturally derived beauty ingredients were better for them and were actively seeking skincare products with naturally sourced ingredients, according to a 2018 survey by the graduate school of cosmetics and fragrance marketing and management students at the Fashion Institute of Technology.

One of the main driving forces behind the expansion of the market under study is the accessibility of organic skincare products with various specifications specially created for different skin types—dry, normal, and oily. In order to provide healthy fixes for dry and damaged skin, consumers prefer skincare products with natural and cold-pressed oils, including blended formulations and pure organics.

Rising demand for anti-aging and anti-pollution ranges

Anti-aging products like anti-wrinkle creams, face creams, serums, and eye creams are popular. Pollution and hard water also increase demand for such products. Additionally, the loss of collagen due to pollution is a major source of wrinkles, and the effects of pollution on the skin are becoming more understood. Anti-pollution skincare searches at the Liberty department store were up 73% in 2019. Cult Beauty reports that the search for anti-pollution products increased by 1,000% in 2019. Younger women are more likely to invest in skin care products and frequently buy anti-aging products. Vitamin E, an antioxidant, was added to the line's formula to fight aging free radicals.

Use of cannabinoids for maintaining healthy skin

An endocannabinoid system may play a significant role in maintaining healthy skin through its impact on skin metabolism and inflammation. The addition of cannabinoids to new skincare regimens and dietary supplements could provide gentler, more natural remedies for sensitive, dehydrated, or chronically inflammatory skin conditions. On the skin, cannabinoids are fully active. They have been demonstrated to lessen skin inflammation and hyperactive allergic responses in skin cells. They also regulate inflammatory and metabolic reactions to support skin homeostasis.

Market Segments

By Product Type

Facial care is expected to dominate the skincare market, capturing a 40-45% share. This category, which includes cleansers, moisturizers, serums, and anti-aging products, remains the most widely used due to its essential role in daily skincare routines and the growing consumer focus on maintaining healthy, youthful skin.



40-45%

Facial Care

By Category

Mass skincare products are projected to hold a 30-40% share of the market. These affordable products are designed to cater to a broad consumer base, with a particular emphasis on emerging markets, where price sensitivity and accessibility are key factors driving demand.



30-40%

Mass Skincare Products

Packaging Type

Tube packaging is expected to account for XX% of the market share. Tubes are favored for facial care and body products due to their convenience, ease of use, and ability to efficiently dispense the product, making them a popular choice among consumers.



XX%

Tube

Market Segments

Price Range

Economy-priced products are expected to represent XX% of the market. These affordable options are particularly popular in emerging markets, where price sensitivity plays a significant role in consumer purchasing decisions.



XX%

Economy

By Distribution Channel

Specialist retail stores are expected to dominate the distribution channel, holding a XX% market share. Stores like Sephora and Ulta play a crucial role in offering premium skincare products, providing consumers with a diverse selection of high-quality brands.



XX%

Specialist Retail Stores

Regional Overview

North America

The United States is the largest consumer of skincare products globally, holding around 30-35% of the market share. This is driven by high disposable income, a strong beauty culture, and the presence of major brands like L'Oréal, Estée Lauder, and Unilever, along with high demand for anti-aging products, facial care, and sunscreens.



30-35%

United States Market Share

Europe

Germany holds the largest share of the skincare market in Europe, with approximately 20-25% share. This is driven by a strong emphasis on dermatological skincare, such as Eucerin, and a growing demand for natural and organic products. The presence of brands like Nivea and La Roche-Posay reinforces Germany's leadership in both mass-market and premium skincare categories.



20-25%

Germany Market Share

APAC

China dominates the skincare market in the Asia-Pacific region, driven by a large and growing middle class, rising beauty awareness, and the adoption of both premium and mass skincare products. Leading global brands like L'Oréal, Estée Lauder, and Shiseido, along with strong local brands like Olay, have captured significant market share.



XX%

China Market Share

Regional Overview

Middle East and Africa

The UAE, particularly Dubai, leads the Middle East & Africa region with a strong preference for premium skincare products. The market is driven by high-income consumers who favor luxury brands like Estée Lauder, Shiseido, and Clinique, along with local luxury and organic skincare options.



XX%

United Arab Emirates Market Share

LATAM

Brazil is the largest skincare market in Latin America, driven by a growing demand for personal care products, including facial and body care. Brazilian consumers prioritize affordability while also showing increasing interest in premium skincare, leading to demand for both mass and high-end brands.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Beiersdorf AG	https://www.beiersdorf.com/	Hamburg, Germany	1882	Vincent Warnery (CEO)	\$9.6 billion
Loreal SA	https://www.loreal.com/	Clichy, France	1909	Nicolas Hieronimus (CEO)	\$35.5 billion
Unilever PLC	https://www.unilever.com/	London, UK	1929	Hein Schumacher (CEO)	\$66.2 billion
The Estee Lauder Companies Inc.	https://www.estelauder.com/	New York City, USA	1946	Fabrizio Freda (CEO)	\$16.2 billion
Johnson and Johnson Services Inc	https://www.johnsonandjohnson.com/	New Brunswick, New Jersey, USA	1886	Joaquin Duato (CEO)	\$98.3 billion

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