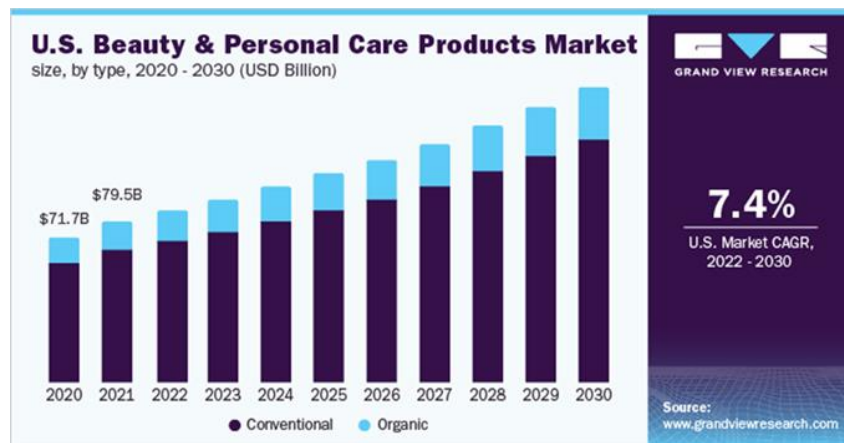


# Beauty and Personal Care Products Market Size, Share and Trend Analysis Report by Type (Conventional, Organic), by Product (Skin Care, Hair Care), by Distribution Channel, by Region and Segment Forecasts, 2022-2030

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The personal care and also the global beauty products in the market are increasing and expected to reach “*USD 937.1 billion by 2030*” and the organic and natural substitutes are establishing and attract the consumer and also make the awareness of using chemicals on the skin. In the coming years, the use of organic products will increase incredibly to the demands of the consumers. Beauty products are available in a variety that attracts people and influences them to purchase the products. It has been noticed that in the markets there are different types of beauty products everywhere and many new products are coming continuously. For several years it has been that various companies focused on this market and enhanced the options by launching new products. Multiple companies investing in beauty products and making new products for skin and body care that are in high demand.



In this above picture, it has been recognized that in the next few years, the market demand will be lifted up and the along with that prices will also enhance depending on the demand for the products. Conventional products also attract people and in this case, sometimes it has been seen that the strength of these products depends on the customer demands. Consumers trust these conventional products and that is the reason the products are famous now and in the market demand. These cosmetic products are available in various places such as beauty salons, and several pharmacies that are involved in the growth of the market demands. Apart from that, along with women there are lots of products that have been made for men to improve their skin and body. Men are obsessed with hair care products also as they got good results and focus on that interest is increasing in men's beauty products also. Basically, men are expecting better

skin care, and a better physical appearance can be possible for these new products are available in the market.

It is necessary to make awareness among consumers of using organic, natural, vegan, and good products and encourages the manufacturers to introduce new launching products to the markets. As an example, “*SO'BiO étic, a French cosmetic a socially responsible company*” has launched organic cosmetics in the United States to convey healthy and eco-friendly beauty products. This beauty product company does not contain silicones, parabens, nanoparticles, and chemical filters.

Different chemicals that have been used as ingredients in the making of these beauty products can have unfortunate effects on the skin or hair. Similarly, frequent use of hair products and continued use of harsh chemicals leads to a number of problems with hair such as dull and dry hair, premature graying, and hair loss. The side effects of using these products are the major factors and for this reason, growing awareness among consumers restraining enhancing the growth of conventional beauty and also personal care products.

In this market growth, the effects of COVID-19 had a significant impact and it disrupted the supply and production of personal care items and cosmetics. The pandemic time has been compounded by strict movements such as social distancing and also stay-home policies. Demands for new products are hitting on the market such as the whole market being under lockdown and the sales of commodities taking a hit through online and offline platforms.

### **Statistics type**

In 2021 the personal care segment and conventional beauty products accounted for the largest market at 84.9 percent and the organic beauty products are on the low compared and easy ability from different distribution channels. However, conventional cosmetics are in a high percentage of petroleum-based ingredients, which not only harm the skin if not refined properly. The requirement of extensive extraction can endanger the soil and wildlife and this can hamper the segment growth.

Moreover, the products that have been made from organic elements are expected strong growth in the market. These cosmetics protect the skin, help to protect the environment, and also the ingredients are secured organically. The benefits are associated with consumer awareness of to use of organic cosmetics which leads to their adoption by consumers. In the forecast period, the players in the beauty products markets boost the segment.

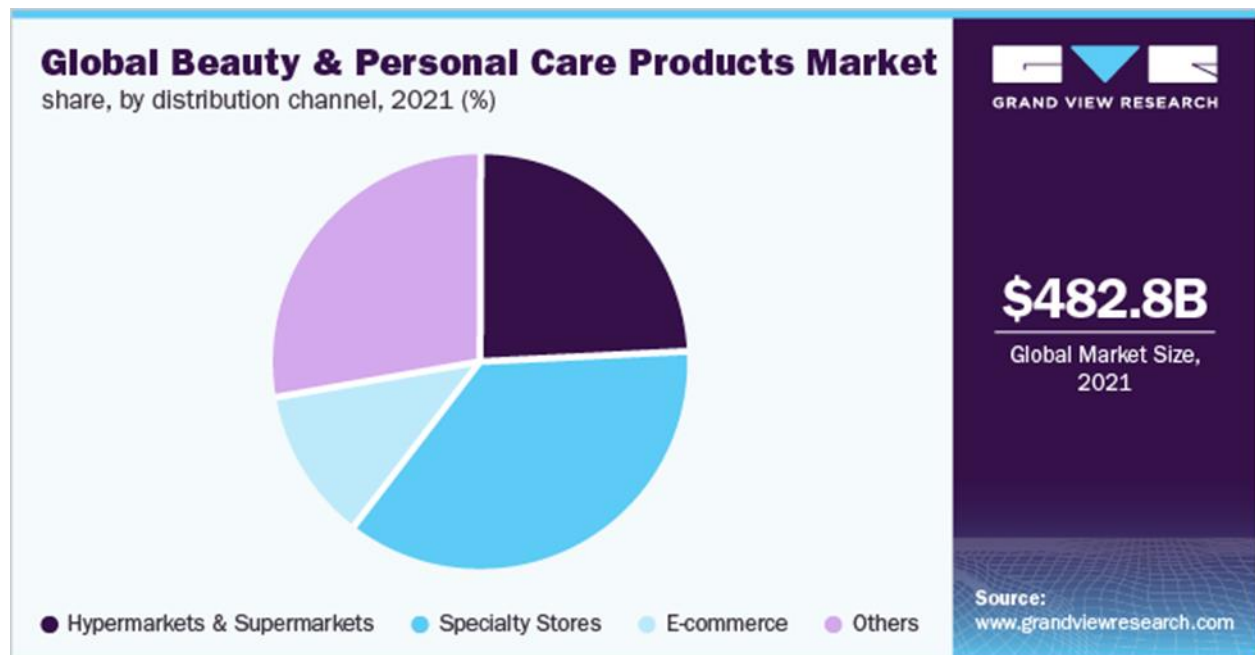
### **Product statistics**

In 2021 personal care and beauty care products are 33.8% per the accounted segment of the skin care in the market. This can be attributed to the growth in popularity of natural-containing cosmetics and ingredients of organic such as fruit extracts, and plant extracts, and skin care products will have a number of functions and benefits such as protecting the skin, signs of aging, rejuvenating, lightening spots and reducing acne. These are the benefits for the segment of skin care.

The segment of hair care is expected to have a CAGR during the period of forecast. Products of hair care are used for various hair problems such as split hair, dandruff, hair fall, and frizzy hair. A wide range of hair care is available such as conditioners, shampoo, hair wax, hair serum, hair gel, hair oil, and different products as per the consumer's requirements. That will drive the segment growth during the period of forecast.

### Statistic of Distribution Channel

In 2021 the largest share of the market 35.7% was held by the Special stores due to the enhancing presence of such stores across the Globe. These types of stores have focused on chemical beauty and the products of personal care products that attract customers and also allow them to choose products to choose variants before purchasing. In addition, the growth of this segment is supported by the store-associated presence who helps the customers to choose the perfect cosmetics as per their needs and provides the proper knowledge about their skin, and makes them understand the ingredients.



Hypermarkets and supermarkets have become popular for buying cosmetics and the products of personal care because they offer a good range and the roof is located near residential areas for easy accessibility and also convenience. On the other hand, the channel of e-commerce is forecast to register the fastest **CAGR** between **2022** and **2030**. Reaching a wide audience to internet penetration and marketing targets by the companies has fuelled with the segment of the growth. In addition, the discounts and the providing offers from the online platforms boost the sales of the products of cosmetics.

### Geographical Statistics

In 2021 the Global market has a dominant share of 38.9% in Asia Pacific and exhibits the fastest growth in the forecast period. In China and India, the growth is incredible as women are working more there. Moreover, the interest and spending on beauty and personal care capacity

are going on. The young population in these countries expected access to offer a range of goods under one roof that is located near the residential area for easy accessibility and convenience. Moreover, in these countries, the young generations are expected huge offers on these beauty products in the forecast years and that enlarges the territory of the regional markets.

In the UK, Germany, and France the European market is driven by the growing consumer performance in personal and beauty products. On the other hand, in North America, customers are ready to pay high costs to improve beauty products and make their physical appearance. This happens for consumers from Canada and the United States also and there is the chance of higher purchasing power for the consumers will drive in the regional markets.

### **Market Share and Key Companies Statistics**

This market has a number of international and domestic players focused on the strategies such as launching natural and innovative, vegan beauty and organic, and also products of personal care in retail stores.

Shiseido, one of the leading manufacturers in cosmetics markets has introduced Inryu an important cosmetic brand that aims to improve health and skin from the in and out in November 2021.

Coty Inc's body care and prominent beauty company have announced the launch of Kylie Baby, a conscious and safe baby care line. The product is easy to get the exclusive products of the brands in September 2021.

Revlon an iconic beauty brand has launched the photo ready plus perfecting + Smoothing Primer is the first market beauty product that meets the “ *Environmental Working Group's (EWG) beauty standards*” in January 2020.

There are some prominent players in the personal and beauty in Global care product in the market:

The Kao Corporation, The Estée Lauder Companies Inc., Unilever, Avon Products, Revlon, l'Oreal S.A, Oriflame Cosmetics S.A.

### **A Scope of Beauty and Personal care products on the market**

The growth of the forecast revenue at the national, global, and regional levels is providing the analysis of the upgraded industry opportunities and trends in each sub-segments that are from 2017-2030. In this study, a grand view research has segmented the beauty of the Global and products of personal care market report by type, distribution channel, product, and region.

#### ***Outlook Type (Revenue, USD Billion, 2017-2030)***

Conventional, organic, product outlook (Revenue, Billion USD, 2017-2030), Skin Care, Hair Care, Colour Cosmetics, Fragrance, Other Distribution Channel Outlook (Revenue, USD Billion, 2017-2030)

“**Superstore**” and “**Hypermarkets**”, Specializes Store, and E-commerce and others Regional outlook as (Revenue, USD Billion, 2017-2030)

North America, USA, Europe, Germany, UK, France, Asia Pacific, China, India, Japan, Central and South America, Middle East and Africa, Brazil, South Africa.

## Hygiene and Personal Care

Enhancing Personal Care and Hygiene Industry in India (Invest India Report)

The personal and beauty care products in the Indian market are valued at \$26.8 billion and expected to outreach **\$ 37.2 billion in 2025**.

Fragrance, men’s Grooming & Makeup are expected to reach a **CAGR of 12-16 percent**.

The hygiene market is looking forward to reaching **\$515 billion** in India by 2023.

Challenging lifestyles and easier access, Growing awareness have been the key drivers behind industrial growth.

Herbal beauty products are increasing in adoption and the segment is expected to grow to **15-20 percent**

Strong Growth in income has resulted in great demand for beauty products in India as the consumer can afford to invest an amount of money on cosmetic products and improve wellbeing and personal emergence.

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