

Halal Cosmetics Market Set to Exceed USD 22.53 Billion by 2026: Polaris Market Research

Global Halal Cosmetics Market is anticipated to reach USD 22.56 billion by 2026 according to a new study published by Polaris Market Research.



NEW YORK, NEW YORK, UNITED STATES, September 6, 2018 /EINPresswire.com/ -- The Global [Halal Cosmetics Market](#) is anticipated to reach USD 22.56 billion by 2026 according to a new study published by Polaris Market Research. The market

growth is primarily due to increase in Muslim populations and their purchasing power. This has created a surge in demand for halal cosmetics. Increasing demand has also compelled market players to engage in new product development.

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Currently, consumers are exhibiting growing interest in halal cosmetics and personal care. This is primarily due to the increasing consumer awareness about the importance of personal hygiene and improving lifestyles as a result of increasing disposable income. Halal cosmetics being different from conventional cosmetics are gaining popularity, as these cosmetics do not contain alcohol, porcine-by products and their derivatives. Basically, they do not contain contents or ingredients that are against Islamic beliefs.

Halal cosmetics are expected to be produced, packaged, stored, and distributed as per Islamic teachings. Moreover, these products are considered to be safe, clean, and high quality. The significant growth in Muslim populations across the globe is expected to offer immense opportunities to personal care and halal cosmetics industry. In addition, the rapidly accelerating economic power of Islamic countries is anticipated to largely influence them to spend additional money on beauty and personal products.

The growing issues over the environmental and health hazards are also responsible for such as significant impact on the cosmetic industry. Some of the health hazards such as distortion, breast cancer, and abnormalities pertaining to genital are usually blamed to occur as a result of excessive usage of cosmetics products comprising nano-particle ingredients. The increasing in number of such events has promoted consumer awareness about the substance of beauty products, thus, driving demands for halal personal care and cosmetic goods.

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Low level of awareness about the presence of halal cosmetic brands is acting as a challenge to the industry. As a consequence, the industry is not experiencing heavy demands as expected out of its potentials. Moreover, halal issues within the sector are considered quiet minor among

consumers in comparison to food consumption. Thus, this requires manufacturers to improve their marketing strategies and production facilities. Furthermore, it becomes difficult to understand consumer perspective about halal cosmetic brands.

Asia Pacific is anticipated to dominate the global halal cosmetics market, owing to the presence of emerging nations such as India, Indonesia, Malaysia, Bangladesh, Maldives, and Pakistan. These nations have significant population that follow Islamic beliefs.

The list of key companies that are operating in the market include Ivy Beauty Corporation Sdn Bhd, Mena Cosmetics, MMA Bio Lab Sdn Bhd, The Halal Cosmetics Company, Talent Cosmetic Co., Ltd., PHB Ethical Beauty, Saaf SkinCare, One Pure, Sampure Minerals, Amara Cosmetics, Wardah Cosmetics, Inika, Clara International, Prolab, and IBA Halal Care. These players are observed engaging in activities aimed at the development of new products.

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We mainly focus on aiding our customers with substantial competitive intelligence, helping them to secure a competitive advantage in the market and accomplish sustainable growth in different market domains. Adept with a highly competent, experienced and extremely qualified team of experts comprising SMEs, analysts and consultants, we at Polaris endeavor to deliver value-added business solutions to our customers. Through dedicated qualitative and quantitative primary and secondary market research and consulting assignments, we adeptly formulate competitive strategies to address business challenges for our clients through analyzing market trends and emerging technologies.

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