

# Cosmetics Market Size is Projected to Reach US\$ 523.5 Billion by 2028, Industry CAGR 4.9% | IMARC Group

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*the global cosmetics market size reached US\$ 379.7 Billion in 2022*

SHERIDAN, WY, USA, February 6, 2023 /EINPresswire.com/ -- According to the latest report by IMARC Group, titled "Cosmetics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028," the [global cosmetics market size reached US\\$ 379.7 Billion](#) in 2022. Looking forward, IMARC Group expects the market to reach US\$ 523.5 Billion by 2028, exhibiting a growth rate (CAGR) of 4.9% during 2023-2028.

Cosmetics represent beauty preparations manufactured by using a mixture of synthetic chemical compounds for cleansing, beautifying, and promoting the overall health of the skin. They comprise soaps, perfumes, lipsticks, deodorants, toothpaste, hair colors, shampoos, skin moisturizers, shaving creams, nail polishes, etc. Functional cosmetics focus on resolving a specific skin concern, such as skin whitening, reducing the appearance of fine lines and wrinkles, offering protection against ultraviolet (UV) rays, etc. They exhibit antioxidant and inflammatory properties and are free from preservatives that prevent acne and soothe chapped lips.

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## Global Cosmetics Market Trends:

The increasing consumer beauty consciousness and the growing prevalence of skin-related complications are among the key factors stimulating the cosmetics market. Moreover, the introduction of new, premium, and unique products by leading manufacturers, on account of the inflating disposable income levels of individuals and the rising influence of social media platforms, is acting as another significant growth-inducing factor. Besides this, the expanding e-commerce sector and the escalating demand for mineral cosmetics, owing to their versatility, lightweight, ease of use, etc., are positively influencing the global market. Furthermore, the introduction of sustainable raw materials in the production process and the elevating need for maintaining a youthful appearance are also propelling the market growth. Apart from this, the widespread adoption of the vegan lifestyle and the negative impact of petroleum-based ingredients are further positively influencing the global market. Additionally, they are organic beauty products that are made by using plant-based extracts and environmental-friendly

derivatives, which is anticipated to fuel the cosmetics market in the coming years.

## Cosmetics Market 2023-2028 Competitive Analysis and Segmentation:

### Competitive Landscape With Key Players:

The competitive landscape of the cosmetics market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

Amway Corp  
Avon Products Inc.  
Beiersdorf AG  
Henkel AG & Co. KGaA  
Kao Corporation  
L'Oréal S.A.  
Oriflame Cosmetics AG  
Procter & Gamble Company  
Revlon Inc. (MacAndrews & Forbes Incorporated)  
Shiseido Company Limited  
Skinfood Co. Ltd  
The Estée Lauder Companies Inc  
Unilever plc.

### Key Market Segmentation

The report has segmented the cosmetics market on the basis of product type, category, gender and distribution channel.

#### Breakup by Product Type:

Skin and Sun Care Products  
Hair Care Products  
Deodorants and Fragrances  
Makeup and Color Cosmetics  
Others

#### Breakup by Category:

Conventional  
Organic

#### Breakup by Gender:

Men

Women

Unisex

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Pharmacies

Online Stores

Others

#### Breakup by Region:

North America (United States, Canada)

Europe (Germany, France, United Kingdom, Italy, Spain, Others)

Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)

Latin America (Brazil, Mexico, Others)

Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

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#### Key Highlights of the Report:

Market Performance (2017-2022)

Market Outlook (2023-2028)

Market Trends

Market Drivers and Success Factors

Impact of COVID-19

Value Chain Analysis

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

Elena Anderson  
IMARC Services Private Limited  
+1 6317911145  
[email us here](#)

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