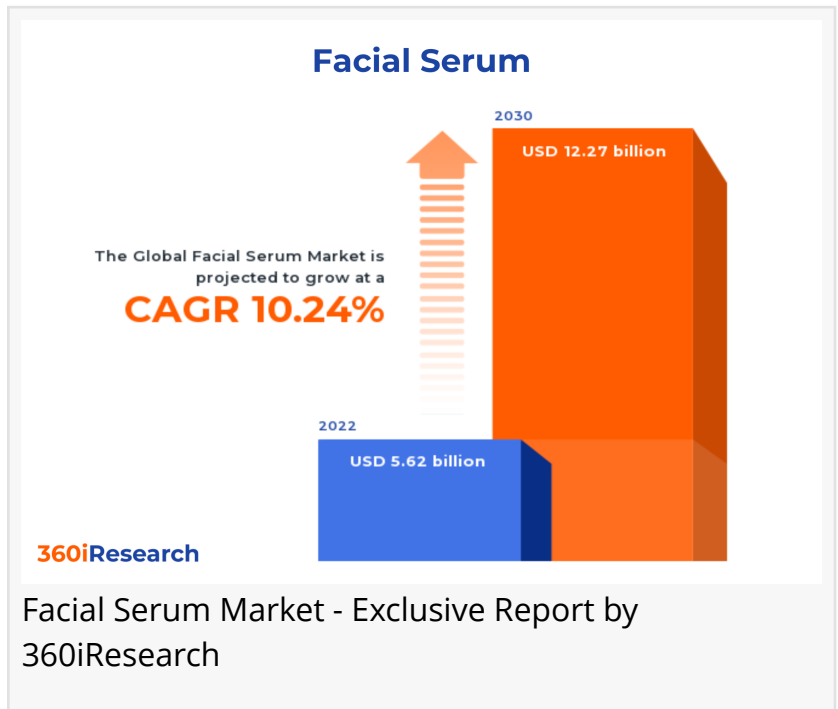


Facial Serum Market worth \$12.27 billion by 2030, growing at a CAGR of 10.24% - Exclusive Report by 360iResearch

The Global Facial Serum Market to grow from USD 5.62 billion in 2022 to USD 12.27 billion by 2030, at a CAGR of 10.24%.

PUNE , MAHARASHTRA, INDIA,
November 16, 2023 /
EINPresswire.com/ -- The "Facial Serum Market by Type (Emulsion Serum, Gel Serum, Oil Serum), Application (Acne Fighting Serums, Anti-Aging Serums, Antioxidant Serums), Gender, Distribution Channel - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



Facial Serum Market - Exclusive Report by 360iResearch

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A facial serum is a highly concentrated, lightweight, and fast-absorbing liquid formulation designed to provide a potent combination of active ingredients directly into the deeper layers of the skin. These serums contain a higher percentage of performance-driven components such as antioxidants, peptides, vitamins, and botanical extracts compared to traditional creams or lotions. Their primary purpose is to target specific skin concerns such as fine lines, wrinkles, hyperpigmentation, dehydration, and acne while promoting skin health and rejuvenation. Increased awareness about skincare routines and the importance of using quality ingredients for better skin results are accelerating the use of facial serums by individuals worldwide. Consumer inclination towards natural and organic ingredients propels the demand for clean beauty products, including facial serums. However, allergic reactions or other adverse effects due to the presence of specific ingredients in facial serums may impede their adoption by consumers.

Moreover, advancements and improvements in formulations to develop innovative serums for diverse skin types and concerns are expected to encourage their adoption by consumers globally.

Application: Proliferating demand for antioxidant facial serums

Acne-fighting serums are specifically formulated to target blemishes and breakouts caused by clogged pores, bacteria, and inflammation. These serums often contain ingredients such as salicylic acid, benzoyl peroxide, niacinamide, or tea tree oil to unclog pores, reduce inflammation, and balance sebum production. Consumers struggling with acne-prone skin may prefer these types of serums for their targeted approach towards addressing the root causes of acne. Anti-aging serums aim to combat visible signs of aging, including fine lines, wrinkles, loss of elasticity, or firmness in the skin. Key ingredients include retinol or other retinoids, peptides, vitamin C, and hyaluronic acid, which promote collagen production, brighten complexion, and provide hydration. Users seeking solutions for aging concerns tend toward these formulations for their rejuvenating benefits. Antioxidant serum protects the skin from free radicals and oxidative stress, which may cause premature aging, dark spots, and dullness. These serums contain vitamin C, a powerful antioxidant that boosts collagen production and brightens the skin. Antioxidants such as vitamin E or resveratrol are often added to enhance their efficacy. Hydrating serums replenish moisture levels in the skin, improving its texture and suppleness. They primarily contain humectants such as hyaluronic acid, glycerin, or ceramides that help retain water within the skin's layers while strengthening its barrier function. This category caters to users with dehydrated skin type seeking solutions to restore hydration balance. Skin whitening serums target hyperpigmentation issues, including dark spots or uneven skin tone, by inhibiting melanin synthesis and promoting cell turnover. Key ingredients include alpha arbutin, kojic acid, licorice extract, or niacinamide. These serums appeal to users affected by sun spots, post-inflammatory hyperpigmentation, or melasma looking for a more even complexion.

Distribution Channel: Escalating sales of facial serums through eCommerce platforms

eCommerce has emerged as a dominant channel for facial serums due to its convenience, ease of access, and comprehensive product range. eCommerce allows customers to choose from various products catering to their specific skin needs and preferences. Hypermarkets and supermarkets are another crucial distribution channel for facial serums. These brick-and-mortar stores offer a diverse range of products at competitive prices. Customers can easily compare different brands and formulations on the shelf before making their purchase decisions. Specialty stores provide a curated shopping experience where consumers can find an extensive selection of high-quality facial serums from niche brands. These stores focus on personalized recommendations based on individual skin types or concerns, such as anti-aging or acne-prone skin. eCommerce offers convenience and extensive product range and enables customers to access customer reviews and detailed product information before making an informed decision. However, hypermarkets/supermarkets provide the advantage of physically examining and comparing products on-shelf while considering budget constraints. Specialty stores cater to a more premium shopping experience with personalized recommendations and niche brand offerings.

Type: Burgeoning popularity of oil-based facial serums

An emulsion serum combines water- and oil-based ingredients to create a lightweight formula that deeply penetrates the skin, delivering hydration and nutrients without leaving a greasy residue. Emulsion serums are ideal for combination with oily skin types and those living in humid climates and provide a balance between moisture retention and sebum control. Gel serums are characterized by their lightweight consistency that allows fast absorption into the skin while delivering targeted benefits such as pore-minimizing or blemish control. Gel serums are suitable for most skin types but are particularly favored by those with sensitive or acne-prone skin due to their soothing properties. Oil-based serums benefit dry skin types and oily or combination complexions due to their ability to regulate sebum production. These serums are rich in antioxidants, vitamins, and essential fatty acids, assisting to nourish and repair the skin barrier while providing a luxurious sensory experience. Emulsion serums cater to those requiring hydration without a greasy finish; gel serums are preferred by sensitive or acne-prone individuals seeking lightweight formulas, while oil serums offer deep nourishment for all skin types.

Gender: Extensive use of facial serums in skin care routine by women

Men's skin care needs differ from women's due to factors such as thicker skin and higher sebum production. As a result, men's facial serums often focus on hydration, anti-aging properties, and pore reduction. Key ingredients include hyaluronic acid for moisture retention, niacinamide for minimizing pores, and retinol for combating wrinkles. The unisex facial serum market caters to consumers that seek inclusive products without gender-specific marketing or targeting. These serums prioritize universal skincare concerns such as hydration, brightening effects, anti-aging properties, and antioxidant protection. Women's facial serums cater to various skin concerns, including hydration, brightening, anti-aging, and addressing hormonal fluctuations. Key ingredients such as retinol for wrinkle reduction, hydroquinone for lightening dark spots, and peptides for firming are common in women-targeted products. Men-focused serums prioritize hydration and pore reduction, while unisex formulations emphasize universally beneficial ingredients. Women's serums offer comprehensive solutions catering to a broader range of skincare needs.

Regional Insights:

The facial serum market is evolving in the Americas owing to the inclination of consumers towards innovative skincare products with natural and organic ingredients, emphasis on eco-friendly packaging, and adoption of sustainable practices by manufacturers. Increasing demand for personalized skincare solutions based on factors such as skin type, genetics, and lifestyle are encouraging sales of facial serums in the Americas. The European Union (EU) has a diverse range of consumers with high expectations regarding skincare product quality and efficacy. EU countries prioritize stringent regulations concerning ingredient safety in cosmetics. The Middle East & African region are experiencing a surge in demand for luxury skincare products, including facial serums with high-income consumers and a preference for premium brands that offer anti-aging or brightening effects using exotic ingredients such as gold, caviar extract, or saffron-

infused formulations. The facial serum market is growing in the APAC region owing to the well-established manufacturing industries and the presence of raw materials and botanicals used in facial serums. K-beauty and J-beauty trends have also gained worldwide popularity due to their innovative formulations and packaging, further driving the growth of the facial serum market in the APAC region. Besides, increasing penetration of facial serums on eCommerce platforms is anticipated to elevate their sales in the coming years.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Facial Serum Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Facial Serum Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Facial Serum Market, highlighting leading vendors and their innovative profiles. These include Algenist LLC, Avon Products Inc., Bioderma Laboratories, CAUDALIE UK LTD., CHANEL Ltd., Conair Corporation, Deciem Beauty Group, Inc., Drunk Elephant, Erno Laszlo Ltd., Estée Lauder Companies Inc., Honest Company, Inc., Johnson and Johnson Inc., Kao Corporation, LOreal SA, MyGlamm, Pilgrim, PLUM Pureplay Skin Sciences (India) Private Limited, Procter & Gamble Co., Revlon, Inc., SEVEN DAYS CO. LTD., Shiseido Co., Ltd., Sugar Cosmetics, Sunday Riley, Tarte Inc., Tatcha, LLC, Unilever PLC, and York St Brands.

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Market Segmentation & Coverage:

This research report categorizes the Facial Serum Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Type, market is studied across Emulsion Serum, Gel Serum, and Oil Serum. The Oil Serum is projected to witness significant market share during forecast period.

Based on Application, market is studied across Acne Fighting Serums, Anti-Aging Serums, Antioxidant Serums, Hydrating Serums, and Skin Whitening Serums. The Acne Fighting Serums is projected to witness significant market share during forecast period.

Based on Gender, market is studied across Men, Unisex, and Women. The Women is projected to witness significant market share during forecast period.

Based on Distribution Channel, market is studied across e-Commerce, Hypermarkets/supermarkets, and Specialty Stores. The e-Commerce is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Asia-Pacific commanded largest market share of 36.29% in 2022, followed by Europe, Middle East & Africa.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Facial Serum Market, by Type
7. Facial Serum Market, by Application
8. Facial Serum Market, by Gender
9. Facial Serum Market, by Distribution Channel
10. Americas Facial Serum Market
11. Asia-Pacific Facial Serum Market
12. Europe, Middle East & Africa Facial Serum Market
13. Competitive Landscape
14. Competitive Portfolio
15. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Facial Serum Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Facial Serum Market?
3. What is the competitive strategic window for opportunities in the Facial Serum Market?
4. What are the technology trends and regulatory frameworks in the Facial Serum Market?
5. What is the market share of the leading vendors in the Facial Serum Market?
6. What modes and strategic moves are considered suitable for entering the Facial Serum Market?

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