

# Vegan Cosmetics Market worth \$29.29 billion by 2030, growing at a CAGR of 7.75% - Exclusive Report by 360iResearch

*The Global Vegan Cosmetics Market to grow from USD 16.11 billion in 2022 to USD 29.29 billion by 2030, at a CAGR of 7.75%.*

PUNE, MAHARASHTRA, INDIA ,  
November 17, 2023 /  
EINPresswire.com/ -- The "[Vegan Cosmetics Market](#) by Product (Hair Care, Makeup, Skin Care), Sales Channels (Offline, Online) - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Vegan Cosmetics Market to grow from USD 16.11 billion in 2022 to USD 29.29 billion by 2030, at a CAGR of 7.75%.

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Vegan cosmetics encompasses various beauty and personal care products that do not use any animal-derived ingredients or by-products in their composition, with a particular focus on reusable or recyclable packaging. This market aims at end-users seeking cruelty-free, eco-friendly alternatives in their daily skincare and makeup routine. Spiraling customer awareness about animal welfare, along with an increasing number of people adopting vegan lifestyles, is primarily fueling the increase in the usage of vegan cosmetics. Rising demand for plant-based products and increasing endorsements by celebrities and social media influencers for vegan cosmetics drive the market growth. Higher production costs due to the expensive raw materials and manufacturing processes and limited shelf-life of vegan cosmetics hamper the market growth. Rising investments by market vendors in thorough R&D for diversifying their product range, sourcing unconventional plant-based materials, and improving the longevity of their



products are expected to create opportunities for market growth. Pertinent advancements in biotechnology and green chemistry are expected to create a platform for the growth of the market.

**Product:** Growing usage of vegan skincare products as a cruelty-free skincare solutions  
The preference for vegan hair care products has grown tremendously in the last few years as consumers become increasingly conscious about the ingredients used in their hair care products. Vegan hair care products exclude any kind of animal-derived components, in addition to prioritizing organic and natural ingredients. Within the vegan cosmetics industry, the makeup segment has witnessed a shift towards vegan products with a sharp surge in the demand for cruelty-free and vegan makeup. The need-based preference varies from foundations and concealers for an everyday natural look to bold lipsticks and vibrant eyeshadows for special occasions. Vegan skincare is a rapidly growing segment, with varied choices of products ranging from cleansers, moisturizers, and toners, to exfoliators. The growing understanding of the possible hazards of certain cosmetic ingredients has fueled consumer demand for vegan and cruelty-free skincare solutions.

**Sales Channel:** Growing purchasing of vegan cosmetics across online platforms for ease of access and home delivery

The traditional brick-and-mortar stores account for a significant proportion of the vegan cosmetics market. These include supermarkets, hypermarkets, specialty stores, and drug stores. They offer the advantage of facilitated purchase decision-making due to the physical inspection of the product. Need-based preferences here characteristically include immediacy and hands-on decision-making influenced by product touch, feel, and smell. With the increase in internet penetration and a surge in e-commerce, online channels have undoubtedly become a leading sales platform for vegan cosmetics. Brands and consumers are gravitating towards online shopping due to factors such as convenience, broader selection, and detailed product information. The bulk of the need-based preferences for this channel include ease of access, convenience, and home delivery services.

**Regional Insights:**

The vegan cosmetics market in the Americas region is highly developed, with a large number of prominent players making the market highly competitive. The manufacturers strive to launch innovative products based on consumer reviews and requirements to fit the needs. The increasing demand for vegan cosmetics in the Americas is attributed to women being more aware of the importance of self-care with rising pollution that harms the body and the rising trend of using the products on social media platforms. In the EU countries, strict regulations against animal testing and a significant increase in ethical consumerism are significant driving factors for the rise in vegan cosmetics. Moreover, Middle Eastern countries are also gradually shifting their preference towards such cruelty-free products, primarily due to their Halal properties. The Asia-Pacific region contains several emerging economies with large population densities, which provides plenty of opportunities for the vegan cosmetics market to grow profusely. The brand value of South Korean and Japanese products in the global market is

considerably high, creating a platform for vegan cosmetics.

#### FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Vegan Cosmetics 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 Vegan Cosmetics 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 Vegan Cosmetics Market, highlighting leading vendors and their innovative profiles. These include ADORN IP PTY LTD., AROMATICA, ASA Beauty Private Limited, AU NATURALE COSMETICS, Axiology, Beauty Without Cruelty by Lotus Brands, Inc., BEIGIC, Benton Inc., Billy Jealousy LLC, BlushBee Organic Beauty, BYENA Beauty GmbH, Daughter Earth by Eternite Elements Pvt Ltd., Debenhams Brands Limited, e.l.f. Beauty Inc., Ecco Bella, Emma Jean Cosmetics, Inc., Ethical Elephant, Ethique Limited, Gabriel Cosmetics Inc., Hiro Cosmetics, INIKA Organic, Jillian Dempsey, Lethal Cosmetics GmbH & Co. KG., LOGOCOS Naturkosmetik GmbH & Co. KG by L'Oréal S.A., Lush Limited, MO MI Beauty, Monave, MuLondon LTD, New Milani Group LLC, Nui Cosmetics, Nykaa E-Retail Pvt. Ltd., Organic Harvest, PURE U. Cosmetics, The Body Shop International Limited, Und Gretel, and Unilever PLC.

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#### Market Segmentation & Coverage:

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

Based on Product, market is studied across Hair Care, Makeup, and Skin Care. The Skin Care is projected to witness significant market share during forecast period.

Based on Sales Channels, market is studied across Offline and Online. The Offline is further studied across Departmental Stores, Hypermarket & Supermarket, and Specialty Stores. The Offline 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 Americas commanded largest market share of 38.75% 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. Vegan Cosmetics Market, by Product
7. Vegan Cosmetics Market, by Sales Channels
8. Americas Vegan Cosmetics Market
9. Asia-Pacific Vegan Cosmetics Market
10. Europe, Middle East & Africa Vegan Cosmetics Market
11. Competitive Landscape
12. Competitive Portfolio
13. 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 Vegan Cosmetics Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Vegan Cosmetics Market?
3. What is the competitive strategic window for opportunities in the Vegan Cosmetics Market?
4. What are the technology trends and regulatory frameworks in the Vegan Cosmetics Market?
5. What is the market share of the leading vendors in the Vegan Cosmetics Market?
6. What modes and strategic moves are considered suitable for entering the Vegan Cosmetics Market?

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