

# Skin Care Products Market to Reach US\$ 230.1 Billion, Globally, by 2032 at 4% CAGR - IMARC Group

*The global skin care products market size reached US\$ 159.7 Billion in 2023 & expected to reach US\$ 230.1 Billion by 2032, CAGR of 4% during 2024-2032.*

BROOKLYN, NEW YORK, UNITED STATES, December 14, 2023 /EINPresswire.com/ -- Skin Care Products Market Outlook 2024-2032:

The latest report by IMARC Group, titled "Skin Care Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032," offers a comprehensive analysis of the industry, which comprises insights on the global skin care products market. The report also includes competitor and regional analysis, and contemporary advancements in the market.

The [global skin care products market size reached US\\$ 159.7 Billion in 2023](#). Looking forward, IMARC Group expects the market to reach US\$ 230.1 Billion by 2032, exhibiting a growth rate (CAGR) of 4% during 2024-2032.

## Global Skin Care Products Market Overview:

Skin care products refer to a broad category of cosmetic and therapeutic formulations designed to maintain, enhance, or address various aspects of skin health. These products encompass a wide range, including cleansers, moisturizers, serums, sunscreens, and specialty treatments tailored for specific skin concerns. Cleansers remove impurities, while moisturizers hydrate and nourish the skin. Serums often contain concentrated active ingredients targeting specific issues such as aging or hyperpigmentation. Sunscreens protect against harmful UV rays, preventing sun damage. Specialty treatments may include exfoliants, masks, or spot treatments for specific skin conditions. Skin care products aim to promote skin wellness, address concerns like acne or wrinkles, and protect against environmental factors. The industry continually evolves with advancements in dermatological science, incorporating innovative ingredients and technologies



Skin Care Products Market 2024

to meet diverse consumer needs and preferences.

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#### Global Skin Care Products Market Trends:

The global market is majorly driven by the increasing emphasis on overall wellness and appearance. Consumers across diverse age groups seek products that promote healthy, radiant skin and address specific concerns such as aging, acne, or hyperpigmentation. The desire for a personalized skincare routine drives the demand for a wide array of products catering to various skin types and conditions. Furthermore, rapid advancements in skincare science and technology play a pivotal role. Innovative ingredients, formulations, and delivery systems continuously emerge, promising enhanced efficacy and results. The integration of natural and organic ingredients, as well as cutting-edge developments in anti-aging and corrective skincare, appeals to consumers seeking advanced solutions for their skincare concerns. Apart from this, the cultural shift towards preventive skincare also drives market expansion. Rather than addressing skin issues reactively, consumers increasingly adopt preventive measures to maintain skin health proactively. This includes the use of sunscreens for UV protection, early adoption of anti-aging products, and a focus on overall skin maintenance.

Moreover, the growing influence of social media and online beauty communities amplifies market growth. Beauty influencers, skincare experts, and user reviews contribute to the spread of skincare knowledge and product recommendations. The digital landscape facilitates global access to skincare trends, fostering a dynamic and competitive market where consumers actively seek products based on reviews, recommendations, and influencer endorsements. Besides, inclusivity and diversity also play a role in driving market growth. Skincare brands are recognizing the importance of catering to a diverse range of skin tones and types, offering products that address specific needs across various ethnicities and backgrounds.

This inclusivity resonates with a broader consumer base and contributes to the market's global appeal. Additionally, the rise of clean and sustainable beauty practices is creating a positive outlook for the market. Consumers seek products with transparent ingredient lists, eco-friendly packaging, and ethical production practices. Brands responding to this demand by incorporating environmentally conscious practices are gaining traction, aligning with the growing awareness of the environmental impact of skincare and beauty products. As skincare becomes an integral aspect of self-care and personal expression, the market continues to adapt and innovate to meet the diverse and evolving needs of consumers worldwide.

By the IMARC Group, Some of the [Top 10 Skin Care Brands](#) Operating in the Market are Given Below:

- Johnson & Johnson Services, Inc.

- The Estée Lauder Companies.
- Unilever PLC/NV
- New Avon Company
- L'OREAL S.A.
- Kao Group
- Colgate-Palmolive Company
- Shiseido Co., Ltd.
- Beiersdorf AG
- The Procter & Gamble Company
- Revlon Consumer Products Corporation

Explore the Full Report with Charts, Table of Contents, and List of Figures:

<https://www.imarcgroup.com/skin-care-products-market>

Key Market Segmentation:

Breakup by Product Type:

- Face Cream
  - o Skin Brightening Cream
  - o Anti-Aging Cream
  - o Sun Protection Cream
- Body Lotion
  - o Mass Body Care
  - o Premium Body Care
  - o Others

Breakup by Ingredient:

- Chemical
- Natural

Breakup by Gender:

- Male
- Female
- Unisex

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Beauty Parlours and Salons
- Multi Branded Retail Stores

- Online
- Exclusive Retail Stores
- Others

#### Breakup by Region:

- North America (United States, Canada)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

#### Key highlights of the Report:

- Market Performance (2018-2023)
- Market Outlook (2024-2032)
- COVID-19 Impact on the Market
- Porter's Five Forces Analysis
- Historical, Current, and Future Market Trends
- Market Drivers and Success Factors
- SWOT Analysis
- Structure of the Market
- Value Chain Analysis
- Comprehensive Mapping of the Competitive Landscape

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

#### Also Read Latest Market Research Report:

- [Global Fiber Optics Market Research Report 2024](#)

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

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

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