

USD 106.5 Billion Maternity & Personal Care Market Value Cross by 2031 | Top Players -Edgewell Personal Care, Unilever

The daywear segment dominated the Maternity & Personal Care market share and is predicted to show the fastest growth during the forecast years

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The maternity & personal care market size was valued at \$58.1 billion in 2021, and is estimated to reach \$106.5 billion by 2031, growing at a CAGR of 6.5% from 2022 to 2031."

Allied Market Research

Research published a report, titled, "[Maternity & Personal Care Market](#) by Product Category (Skin Care, Hair Care, Oral Care, Cosmetics, Others), by End user (Male, Female, Children and Infants), by Maternal Apparel (Day Wear, Night Wear, Innerwear), by [Personal Care](#) (Stretch Marks Minimizer, Body Restructuring Gels, Itching Prevention Creams, Skin Toning Creams, Others), by Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031" According to the report, the global [maternity & personal care](#) industry was valued at

\$58.1 billion in 2021 and is estimated to generate \$106.5 billion by 2031, witnessing a CAGR of 6.5% from 2022 to 2031. The report offers a detailed analysis of changing market trends, top segments, key investment pockets, value chain, regional landscape, and competitive scenario.

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Drivers, Restraints, and Opportunities

The increase in the prevalence of health related and personal care issues among people, such as hair loss, skin allergies, oral disorders, and others and the growing number of working women and their growing demand for comfortable maternity apparel and personal care items such as vitamins, creams, oils, and lotions drive the maternity & personal care market. However, a lack of awareness among many consumers regarding their skin and body type and high cost of organic personal care products are likely to hinder the market growth in the forecast period. On the other hand, a rise in disposable income of consumers and their zeal to try new products in the complete body care sector will present new growth opportunities for the global maternity & personal care market in the coming years.

The day wear segment to dominate the market during the forecast period

Based on maternal apparel, the day wear segment contributed to the largest share of more than half of the global maternity & personal care market in 2021 and is expected to maintain its dominance during the forecast period. The same segment is projected to witness the fastest CAGR of 6.8% from 2022 to 2031. This is due to the rising disposable income of consumers, their increasing spending capacity on fashion apparel, and their growing demand for comfortable outfits.

For more information, contact Allied Market Research (380 Third Floor, 1000 West 12th Street, Suite 1000, Austin, Texas 78703, USA):
<https://www.alliedmarketresearch.com/checkout-final/76a7809a3d4d20390e15e99de6b855b8>

The stretch marks minimizer segment to grab the lion's share during the forecast period

Based on personal care, the stretch marks minimizer segment grabbed the highest share of more than one-fourth of the maternity & personal care market in 2021 and is expected to dominate the market in 2031. The same segment would witness the fastest CAGR of 7.0% from 2022 to 2031. This is due to the growing demand for boosting skin elasticity and fair complexion among females. Moreover, the rise in spending on skin care products by the female population is fueling the market growth.

The skin care segment to maintain its leadership during the forecast period

Based on product category, the skin care segment grabbed the highest share of nearly one-third of the overall maternity & personal care market in 2021 and is expected to dominate the market during the forecast period. The same segment is projected to witness the fastest CAGR of 7.0% from 2022 to 2031. This is because millennials and GenZ population tend to spend more on beauty and skincare essentials. Also, the growing e-commerce, social media platforms, and blogs to promote new skincare brands are together responsible for the market growth.

Asia-Pacific to achieve the largest revenue by 2031

Based on region, the market in Asia-Pacific was the largest in 2021, accounting for more than two-fifths of the global maternity & personal care market and is likely to maintain its dominance during the forecast timeframe. This is owing to the rising consumer spending on beauty and personal care products and an increase in the penetration of beauty products in this region. However, the market in North America is likely to show the fastest CAGR of 7.2% during the forecast period. This is due to the increasing product penetration, an increase in marketing initiatives, and rising per capita expenditure in the region.

For more information, contact Allied Market Research: <https://www.alliedmarketresearch.com/purchase-enquiry/31834>

Leading Market Players:
Edgewell Personal Care
Jubilant Ingrevea
Kaya Ltd.
Unilever plc
Proctor & Gamble Co.
Johnson & Johnson
Amoralia
Mama Mio Inc.
Seraphine
Destination Maternity Corporation

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David Correa
Allied Market Research
+ +1 800-792-5285

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