

# Personal Care Products Market Growing Steadily At 5.4% CAGR, Surging Towards US\$ 252.79 Billion Valuation By 2032

*The growing urbanization worldwide is a prominent factor driving the personal care products market.*

NEW YORK CITY, NY, UNITED STATES, January 15, 2025 /EINPresswire.com/ -- The personal care products market forecast for 2032 is a specialized study of the industry with a specific concentration on the global market trend analysis.



The products involve skincare commodities such as creams, lotions, and sunscreen and hair care commodities such as shampoos and gels”

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Personal care products market is projected to reach a valuation of US\$ 252.79 billion by 2032, growing at a CAGR of 5.4% from 2023 to 2032. The market is driven by factors such as increasing urbanization, rising disposable income, and growing awareness of personal hygiene. The market is segmented into various categories, including skincare, hair care, and oral care. The market is expected to be dominated by the Asia-Pacific region, which is projected to reach a valuation of US\$ 157.74 billion by 2032.

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Personal care products are consumer commodities that are administered on several exterior parts of the body such as skin, hair, nails, lips, external genital and anal areas, as well as teeth and mucous membrane of the oral cavity so as to render them disinfected, safeguard them from detrimental germs and render them in a good condition.

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The majority of personal care products are washed off instantly, succeeding usage, such as shampoos, soaps, toothpaste, shower gel, and so on. A handful of personal care commodities are smeared on a surface, such as moisturizing cream and sunscreen. The rise in oral hygiene products involving toothpaste and cosmetics for makeup impacts the personal care products

market growth favorably.

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- Beiersdorf AG
- Colgate-Palmolive Company
- Johnson and Johnson Inc.
- LOreal SA
- Natura and Co.
- Oriflame Cosmetics Global SA.
- Procter and Gamble
- Shiseido Company Limited
- The Estee Lauder Inc.
- Unilever PL

are some of the leading players in the personal care products market.

Prominent market contenders are funding massively in research and development to invent contemporary commodities in the market.

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- In June 2024, Ananta Capital obtained a 55% stake in the personal care brand Anveya Living. This funding will be utilized for contemporary product advancement for hair and skin care commodities and reinforce global augmentation endeavors.
- In May 2024, the skincare brand Olay initiated cleansing melts, water-activated, dissolving cleansing squares obtainable in three expressions, namely vitamin C, hyaluronic acid, and retinol.

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Surge in E-Commerce: The market for personal care products is pushed by growing approval of e-commerce. They normally provide a wider gamut of commodities contrasted to offline or tangible stores, permitting consumers to detect calling, expertise, and international brands that might not be obtainable locally.

Growing Approval of Organic Commodities: The growing approval of organic commodities is anticipated to push the demand for personal care products. Several consumers accept that organic commodities are more productive due to their organic constituents. This viewpoint drives demand for organic personal care commodities particularly for skincare and haircare items. This, in turn, is having a favorable impact on personal care product market sales.



Increasing Women Workforce: The growing aggregate of women workforces worldwide is expected to push the market. As per data issued by the International Labor Workforce, women constitute over 40% of the global labor force. Professional ambiances frequently highlight the significance of personal appearance.

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North America: North America accounted for the largest personal care products market share. The region's robust growth is primarily due to consumers disbursing on beauty and grooming commodities. The US, as the governing country in the region, has entrenched retail topography and a strong existence of both global and local brands.

Asia Pacific: Asia Pacific is anticipated to witness significant growth from 2024 to 2032. This can be attributed to the growing middle-class population and surging disposable incomes.

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By Type Outlook

- Conventional
- Organic

By Product Outlook

- Skin Care
- Hair Care
- Color Cosmetics
- Fragrances
- Others

By Ingredient Outlook

- Emollients
- Surfactants
- Emulsifiers
- Rheology Modifiers
- Conditioning Polymers
- Others

By Distribution Channel Outlook

- Hypermarkets & Supermarkets
- Specialty Stores

- E-commerce
- Others

#### By Regional Outlook

- North America

- o US
- o Canada

- Europe

- o Germany
- o France
- o UK
- o Italy
- o Spain
- o Netherlands
- o Russia
- o Rest of Europe

- Asia Pacific

- o China
- o Japan
- o India
- o Malaysia
- o South Korea
- o Indonesia
- o Australia
- o Vietnam
- o Rest of Asia Pacific

- Middle East & Africa

- o Saudi Arabia
- o UAE
- o Israel
- o South Africa
- o Rest of the Middle East & Africa

- Latin America

- o Mexico
- o Brazil
- o Argentina
- o Rest of Latin America

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How much is the personal care products market?

The market was valued at USD 157.74 billion in 2023 and is projected to grow to USD 252.79 billion by 2032.

Who are the key players in the personal care products market?

L'Oreal SA; Procter and Gamble Co., Unilever, Colgate-Palmolive; Estee Lauder Inc., Natura and Co., Johnson and Johnson; Beiersdorf, Shiseido Company, and Oriflame Cosmetics are a few key players in the market.

Which region held the largest market share during the forecast period?

North America held the largest market share.

What is the growth rate of the market?

The global market is projected to grow at a CAGR of 5.4% during 2023–2032.

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Likhil G

Polaris Market Research and Consulting

+ +1 929-297-9727

sales@polarismarketresearch.com

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