

Probiotic Skin Care Cosmetic Market Update 2025 : Projected to Exhibit USD 981.3 Million Revenue by 2034, Claims AMR

In-depth analysis of the probiotic skin care cosmetic product market segmentation assists to determine the prevailing market opportunities.



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Allied Market Research

WILMINGTON, DE, UNITED STATES, January 25, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Probiotic Skin Care Cosmetic Product Market](#) by Product Type (Cleaner, Moisturizer, Serum, Masks and Other), Ingredient Type (Lactobacillus, Bifidobacterium, Streptococcus, Fermented Extracts and Others), End User (Men, Women and Unisex), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Department Stores, Online Sales Channel and Others): Global Opportunity Analysis and Industry Forecast, 2024-2034". According to the report, the [probiotic skin care](#)

[cosmetic product](#) market was valued at \$320.3 million in 2023, and is estimated to reach \$981.3 million by 2034, growing at a CAGR of 11.0% from 2024 to 2034.

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Prime determinants of growth

Increase in consumer awareness about the benefits of probiotics for skin health has fueled demand, as probiotics are known to balance the skin microbiome, reduce inflammation, and enhance skin barrier function. Growing interest in natural and organic skincare products further boosts the market growth, as consumers seek gentle, effective alternatives to traditional chemical-based products. The rise of the wellness and self-care movement encourages people to invest in products promoting holistic health, including skincare. In addition, advancements in probiotic technology and research have led to innovative formulations, attracting more consumers to try these products. The influence of social media and beauty influencers has also played a significant role in raising awareness and driving trends, particularly among younger

consumers. Furthermore, the expansion of e-commerce platforms has made it easier for consumers to access a wider range of probiotic skincare products, facilitating market growth.

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The moisturizer segment led the market in 2023.

By product type, the moisturizer segment held the highest market share in 2023 owing to its essential role in daily skincare routines. Moisturizers infused with probiotics offer benefits such as improved hydration, enhanced skin barrier function, and reduced inflammation, appealing to a broad consumer base. The versatility of moisturizers makes them suitable for various skin types and concerns, driving widespread usage. Additionally, the growing consumer preference for natural and effective skincare solutions has boosted demand for probiotic moisturizers. The ease of incorporating moisturizers into existing routines further contributes to their dominant market position.

The Lactobacillus segment held the highest market share in 2023.

By ingredient type, the Lactobacillus segment held the highest market share in 2023 owing to its well-documented efficacy in improving skin health. Lactobacillus helps balance the skin's microbiome, enhances hydration, and reduces inflammation, making it highly effective for various skin concerns. The gentle nature of Lactobacillus has made it suitable for sensitive skin, increasing its popularity. Moreover, extensive research supports its benefits and has boosted consumer trust & preference. The widespread use of Lactobacillus in formulations is driven by its proven ability to promote a healthy skin barrier, leading to its dominance in the probiotic skincare product market.

The women segment held the highest market share in 2023.

By end user, the women industry segment held the highest market share in 2023 due to their greater focus on skincare routines and beauty products compared to men. Women are more likely to invest in a variety of skincare products to address different concerns such as aging, acne, and overall skin health. Increased awareness about the benefits of probiotics for maintaining skin balance and improving appearance has further driven the demand. Additionally, targeted marketing campaigns and product innovations by skincare brands often cater primarily to women's preferences, enhancing their market dominance in the probiotic skincare product market.

The supermarkets and hypermarkets segment dominated the market in 2023.

By distribution channel, the supermarkets and hypermarkets segment held the highest market

share in 2023. These retail formats offer a broad range of skincare products, including probiotics, in a single location, attracting a diverse customer base. The high foot traffic and wide visibility of products in these stores increase consumer exposure and impulse purchases. In addition, supermarkets and hypermarkets often provide competitive pricing and promotional offers, making these products more accessible and appealing to budget-conscious shoppers. The ability to shop for multiple items in one place enhances the overall shopping experience, contributing to higher sales.

North America led the market share in 2023.

By region, North America held the highest market share in terms of revenue in 2023. Growing consumer awareness of skin health benefits associated with probiotics, such as improved hydration and reduced inflammation, drives interest. A strong emphasis on natural and organic ingredients aligns with the increasing preference for clean beauty products. The rise in personalized skincare solutions also contributes, as consumers seek products tailored to their specific needs. Additionally, high disposable incomes and a robust market presence of leading skincare brands facilitate access to innovative probiotic products. Furthermore, social media and influencer endorsements further boost visibility and popularity. Collectively, these factors create a strong demand for probiotic skincare products across North America.

For more information, visit <https://www.alliedmarketresearch.com/purchase-enquiry/A06317>

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Players: -

- Aurelia Probiotic Skincare
- TULA Skincare
- LaFlore Probiotic Skincare
- AOBiome LLC
- Esse Skincare
- Gallinée
- Glowbiotics
- The Beauty Chef
- Bebe & Bella
- Eminence Organic Skin Care

Recent Industry Dev

In July 2024, TULA Life, Inc. introduced a new line of probiotic-infused serums and moisturizers, designed to cater to specific skin concerns such as redness and uneven texture. The launch is part of TULA's ongoing efforts to innovate within the probiotic skincare segment.

In February 2024, Eminence Organic Skin Care announced an expansion of its probiotic product line, incorporating new formulations targeting skin hydration and anti-aging to meet the growing

demand for natural and organic skincare solutions.

In November 2022, Soufflé Beauty, a new probiotic skincare brand from Singapore that is PETA-certified cruelty-free and GMP-certified, launched in the Chinese market to increase its foothold in China.

For more information, please contact:

David Correa, Director of Market Research, Allied Market Research, <https://www.alliedmarketresearch.com/skin-lightening-products-market-A16872>

David Correa, Director of Market Research, Allied Market Research, <https://www.alliedmarketresearch.com/india-skin-care-products-market-A06651>

David Correa

Allied Market Research

+ +1 800-792-5285

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