

With a 6.85% CAGR, Skin Lightening Products Market Expected to Reach USD 16.42 Billion by 2032

The global skin-lightening products market report covered key companies such as Beiersdorf, Unilever, Revlon Inc., Kao Corporation, & Others.

NY, UNITED STATES, March 10, 2025 /EINPresswire.com/ -- The global [skin lightening products market](#) size was valued at USD 9.67 billion in 2024. The market is expected to expand to USD 16.42 billion by 2032, exhibiting a CAGR of 6.85% over the study period 2025-2032.



Skin lightening products are infused with ingredients, including retinols, antioxidants, vitamin C, and others that boost the skin's brightness while enhancing the skin discoloration. The growing demand for plant-based skin illuminating products is set to flourish market expansion. In 2024,

Clariant AG, a Switzerland-based specialty chemical firm, announced a joint venture agreement with Plant Advanced Technologies (PAT) to formulate patented, proprietary plant milking and target binding technologies.

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Growing Adoption of Vegan or Vegetarian Diet to Influence Market Growth | Mounting Demand for Convenient Food Products to Support Market Development”

Fortune Business Insights

The limitation or shutdown of operations of modern trade operators, such as supermarkets and cosmetic shops owing to the lockdown restrictions caused by the COVID-19 pandemic, led to a significant impact on sales of the product. Despite this, product consumption across several nations globally was aided by bulk buying of personal care

products by consumers to avoid scarcity issues.

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[market-110570](#)

Report Scope & Key Statistics:

Report Period: 2019-2032
Market Size: USD 9.67 Billion

Report Period: 2019-2032
Market Size: USD 16.42 Billion

Report Period: CAGR of 6.85% (2025-2032)

Report Period: 2023

Report Period: 2019-2022

Report Period: 2019-2032

Report Period: 190



Report Scope: By Form (Creams, Soaps, Lotions, Gels, and Others), By Formulation (Synthetic and Organic & Natural), By End-User (Women and Men), By Distribution Channel (Hypermarkets & Supermarkets, Specialty Stores, Pharmacy Stores, Online Channels, and Others).

Report Period: North America, Europe, Asia Pacific, South America, Middle East & Africa

Report Period: Rising Demand for Functional Skincare Products to Drive Market Growth | Increasing Demand for Plant-based Skin Illuminating Products to Favor Market Growth

Report Period:

Top Companies Emphasize Getting Approvals for Their Products to Gain a Competitive Edge
Key companies, including The Procter & Gamble Company, Unilever Plc, L'Oréal S.A., and others, emphasize launching newer innovative formulation-based skincare products to establish market position and boost their product portfolio. A wide range of companies are also focusing on securing approvals for their products to achieve a competitive advantage.

Report Period:

- L'Oréal S.A. (France)
- Beiersdorf AG (Germany)
- Unilever, Plc. (U.K.)
- The Procter & Gamble Company (U.S.)
- Shiseido Co. Ltd. (Japan)
- Estee Lauder Companies, Inc. (U.S.)
- Kao Corporation (Japan)
- Avon Natural Products, Inc. (U.K.)
- Revlon Inc. (U.S.)

- Himalaya Wellness Company (India)

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Creams Segment Dominated Driven by Ease of Absorption

On the basis of form, the market is classified into soaps, gels, lotions, creams, and others. The creams segment accounted for the largest skin lightening products market share in 2023 on account of the ease of absorption of creams. In addition, various multiple skincare advantages, such as nourishment, hydration, and moisturization are provided by creams.

Greater Production of Cosmetics Made Using Safer Synthetics to Spur Segment Growth

In terms of formulation, the market is divided into organic & natural and synthetic. The synthetic segment led in 2023, fueled by greater production of illuminating cosmetics manufactured using safer forms of synthetics, compounds, and chemicals.

Greater Demand for Innovative Products to Expedite Women's Segment Expansion

With respect to end-user, the market is segregated into men and women. The women segment secured the largest share in 2023, spurred by greater demand among female consumers for innovative brightening products for their skin-related treatments. A National Centre for Biotechnology Information December 2020 survey for Kumasi, Ghana-based respondents reported that 56.6% of the women respondents stated the deployment of skin lightening products compared to 26.6% of the male respondents in Ghana.

Surging Adoption of Online Shopping to Propel Online Channels Segment Growth

By distribution channel, the market is categorized into specialty stores, hypermarkets & supermarkets, online channels, pharmacy stores, and others. The online channels segment is projected to witness fastest-growth during the forecast period, which can be credited to the growing adoption of online shopping for personal care goods. This factor boosts the product revenues of online retailers.

On the regional front, the market is segmented into Asia Pacific, North America, the Middle East & Africa, Europe, and South America.

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Surging Trend of Intravenous (IV) Drips to Foster Market Expansion

A multitude of skin-absorbable minerals and vitamins are offered by IV drips-based skin bleaching products that cater to the replenishment, nutrition, and hydration requirements of the user's skin. In addition, newer market growth opportunities are presented by growing suggestions given by skincare experts for IV-drips-based products to offer improved skin health-benefitting solutions to users.

Despite such opportunities, the health risks owing to higher presence of mercury in products may hinder skin lightening products market growth.

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Asia Pacific Led Global Market Fueled by Growing Aging Population

Asia Pacific observed the largest share of the market in 2023 on account of the rising aging population and greater demand for anti-aging property-based skin lightening products among women in South Korea, Japan, and China. The growing consumer demand for skin lightening treatments is further contributing to regional growth.

North America skin lightening products market captured the second highest share in 2023, which can be credited to consistent celebrity endorsement activities by prominent companies. This factor is bolstering the consumer demand for brightening and innovative cosmetics, impelling product sales in the U.S.

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March 2024: eclat superior, an Indian cosmetic brand, launched a new Glutathione face cream consisting of skin brightening ingredients including vitamin C, niacinamide, alpha arbutin, licorice extracts, and lactic acid. The product is available at Amazon.in shopping site.

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[Skincare Market](#) Size, Share, Growth and Forecast, 2032

[Cosmetics Market](#) Share, Growth, Report, 2032

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