

# Tech-Enhanced Cosmetics Market to Reach USD 172.6 Billion by 2035, Growing at 14.5% CAGR – Fact.MR

*Analysis of Tech-Enhanced Cosmetics Market Covering 30+ Countries Including Analysis of U.S., Canada, U.K., Germany, France, Nordics, GCC countries, Japan,*

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Tech-Enhanced Cosmetics Market

According to Fact.MR, a market research and competitive intelligence provider, the [tech-enhanced cosmetics market](#) was valued at USD 40.0 billion in 2024 and is expected to grow at a CAGR of 14.5% during the forecast period of 2025 to 2035.

The Tech-Enhanced Cosmetics Market is being set into motion because of the increasing demands for personalized beauty solutions and awareness around skin care. While people learn more about the long-term effects traditional cosmetics have on their skin, along with the adverse effects of environmental aggressors, they begin choosing smarter, more tech-integrated alternatives, which include AI-powered skincare diagnosis, app-based devices, sensor-based skin analysers, and adaptive formulations of cosmetics. The convergence of technology with beauty is, therefore, being embraced not just at the end-user level but also within dermatological practices and by regulatory entities endorsing innovation-led skin health solutions.

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Technological evolution, indeed, serves as the foundation of this change. With machine learning-based skin analysis, 3D printing of cosmetics, and nanotech delivery of active ingredients, these innovations are able to offer unparalleled customization and enhancement possibilities. Such improvements have yielded better, more inclusive, and compatible products to the skin, thereby instilling confidence in users and getting their satisfaction. Presently, consumers expect their experience to be data-backed, documented, and in real-time; tech-enhanced cosmetics are delivering exactly that through a scientific yet holistic approach to beauty.

This sector is gaining momentum through support from health-conscious beauty movements, government-backed innovation grants, and increased R&D by tech start-ups and legacy

cosmetics companies. As sustainability and effectiveness stand as the dual pillars for the industry's future direction, tech-enhanced cosmetics are rather seen as a central solution, as if a skincare revolution to marry wellness with precision. This hype will extraordinarily continue to fetch, fuelled by integrative ecosystems that beauty brands, AI developers, and biotech firms create together for a smarter, safer, and personalized beauty experience.

### Key Takeaways from Market Study

The tech-enhanced cosmetics market is projected to grow at 5% CAGR and reach USD 176.2 billion by 2035

The market created an absolute \$ opportunity of USD 130.7 billion between 2025 to 2035

North America is a prominent region that is estimated to hold a market share of 2% in 2035

Predominating market players are Perfect Corp., L'Oréal, Oddity Tech (Il Makiage, SpoiledChild), E.l.f. Cosmetics, OneSkin, FFFACE.ME, Amorepacific, CurrentBody, Nooance, myBlend (by Clarins)

North America is expected to create an absolute \$ opportunity of USD 33.6 billion collectively

"Increasing consumer focus on skin health, rising demand for personalized beauty solutions, and rapid advancements in cosmetic technology are expected to drive significant growth in the tech-enhanced cosmetics market" says a Fact.MR analyst.

### Market Development

The market of tech-powered cosmetics is rapidly developing due to artificial intelligence, augmented reality, and biotechnology development in the formulation and delivery of these substances. The major beauty houses are investing in smart skin-care devices along with AI diagnostic tools and so on with the view to meet customer preferences. Startups and technology companies have also entered the beauty arena with their wearable kinds of technology: skin sensors, app-connected beauty tools, and adaptive formulations. Such conjunctions between cosmetics and technology providers are speeding up R&D and market entrance. With the growing desire among consumers for efficacy, customization, and transparency, tech-enhanced solutions are indeed shaping the future of the global cosmetics industry.

For example, At CES January 2024, YSL Beauty introduced 'Scent-Sation,' a neuro-responsive scent device utilizing a multi-sensor EEG-based headset to gauge neural responses to fragrances. This innovation allows for the crafting of personalized scents based on individual neural feedback More Valuable Insights on Offer.

Fact.MR, in its new offering, presents an unbiased analysis of the tech-enhanced cosmetics market, presenting historical data for 2020 to 2024 and forecast statistics for 2025 to 2035.

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By technology [Artificial Intelligence (AI-powered skin analysis tools, virtual try-on tools, custom makeup formulation systems), Internet of Things (smart skincare devices, IoT-enabled makeup applicators, smart mirrors), Augmented Reality and Virtual Reality (AR-powered virtual makeup try-ons, AR mirrors in retail store), 3D Printing (custom applicators, personalized skincare masks), Wearable Technology (wearable UV sensors, patches or wristbands), and Others], By product types (Skincare Devices, Haircare Devices, Makeup Application Devices, Nail Care Devices, and Others), and By end-users (Individual/Personal Use, Salons & Spas, Dermatology Clinics, Beauty Tech Startups).

## Key Companies Profiled

Key players in the market are Perfect Corp., L'Oréal, Oddity Tech (Il Makiage, SpoiledChild), E.I.f. Cosmetics, OneSkin, FFFACE.ME, Amorepacific, CurrentBody, Nooance, myBlend (by Clarins), and other players.

## Industry News-

September, 2024, L'Oréal announced a tri-party agreement with biotech innovator Abolis Biotechnologies and global specialty manufacturer Evonik. This collaboration aims to enable the discovery, development, and manufacturing of innovative and sustainable ingredients for beauty products. By integrating lab-to-market processes, the partnership seeks to drive biotech innovation in the cosmetics industry.

February 2024, Shiseido, in collaboration with Accenture, developed a unique AI function for formulation development using proprietary algorithms. This AI has been integrated into Shiseido's digital platform, VOYAGER, marking a significant step in blending over a century of R&D capabilities with advanced AI technology to innovate cosmetics development.

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The global [Microplastic Free Clothing Market](#) is expected to reach USD 7,672 million by 2035, up from USD 2,100 million in 2024. During the forecast period, the industry is projected to register at a CAGR of 12.5%.

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