

Personalized Or Customized Skin Care Global Market Report 2025

*The Business Research Company's
Personalized Or Customized Skin Care
Global Market Report 2025 - Market Size,
Trends, And Global Forecast 2025-2034*

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What Is The Current Situation Of The Personalized Or Customized Skin Care Market?

The [personalized or customized skin care market size](#) has been showing strong growth in recent years. The market which was valued at \$23.10 billion in 2024 is predicted to reach a market size of \$24.87 billion in 2025, indicating a compound annual growth rate CAGR of 7.7%. This robust growth in the historic period can be attributed to increasing consumer demand for tailored beauty solutions, rising awareness about skin health and wellness, the rise of e-commerce and online consultations, increased accessibility of advanced skin analysis technologies, and growing interest in clean and natural ingredients.

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Get a comprehensive overview of the market from the

sample report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=23472&type=smp>

What Is The Anticipated Growth Rate And Market Size Of The Global Personalized Or Customized Skin Care Market?

The personalized or customized skin care market size is projected to exhibit strong growth in the coming years. With a predicted market size of \$32.97 billion by 2029 at a CAGR of 7.3%, the

market presents several investment opportunities. The continued growth during the forecast period can be attributed to growing adoption of artificial intelligence and machine learning, rising popularity of subscription-based skincare services, increasing consumer preference for sustainable and ethical products, growing investments in skincare technology innovations, and increasing influence of social media and beauty influencers.

Be ahead of the competition by accessing the full market report:

<https://www.thebusinessresearchcompany.com/report/personalized-or-customized-skin-care-global-market-report>

What Are The [Driving Factors Of The Personalized Or Customized Skin Care Market](#)?

One of the major factors expected to fuel the growth of the market is the growing prevalence of skin disorders. Skin disorders, which are conditions that affect the skin's appearance, structure, or function, often lead to symptoms like inflammation, rashes, itching, or changes in texture and color. Rising levels of exposure to environmental pollutants, which can damage the skin's natural barrier, cause inflammation, and exacerbate issues like acne, eczema, and dermatitis, are a major cause of skin disorders. Personalized skincare, which targets the specific triggers and needs of an individual's skin, is preferred as it allows for more effective treatment and reduced risk of irritation compared to generic products.

Who Are The [Key Industry Players In The Personalized Or Customized Skin Care Market](#)?

The personalized or customized skin care market is dominated by major companies such as Johnson & Johnson, Unilever PLC, L'Oréal S.A., Colgate-Palmolive Company, The Estée Lauder Companies Inc., Beiersdorf AG, Shiseido Company Limited, Aptar Beauty+Home, Amway Corporation, Curology Inc., Glow Recipe, Function of Beauty, Skin Authority, Tula Beauty, Proven Skincare, MySkinBuddy, SkinCeuticals Custom D.O.S.E, DermaCare, Lumin, and Skin Inc.

What Are The Novel Trends And Technologies Being Adopted In The Personalized Or Customized Skin Care Industry?

Companies operating in the personalized or customized skincare market are focusing on developing innovative technologies, such as robotic mini-labs, to automate the creation of bespoke skincare formulations. These technologies enhance precision and offer a quicker, more efficient customization process tailored to individual skin needs. For instance, in March 2025, SmartSKN, a Canada-based developer of AI-driven beauty solutions, launched K-OWN, an AI-powered platform integrated with robotic mini-labs that create freshly made, customized skincare products within minutes.

What Are The Product Types Available In The Personalized Or Customized Skin Care Market?

The main products in the personalized or customized skin care range include cleanser, face serum, moisturizer, active, body lotion, body duo, and others. Cleansers, designed to remove dirt, oil, makeup, and other impurities from the skin's surface, are particularly popular due to their ability to prevent pore clogging and maintain skin health.

Which Region Holds The Majority Market Share?

As of 2024, North America was the largest region in the personalized or customized skin care market. Asia-Pacific, however, is expected to be the fastest-growing region in the forecast period, with market growth also anticipated in Western Europe, Eastern Europe, South America, Middle East, and Africa.

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