

Solid Serums Market to Hit USD 12 Billion by 2035 – Key Players Include L'Oréal, P&G, Unilever, Estée Lauder & Shiseido

Solid Serums Reshape Skincare Norms: Waterless Innovation and Conscious Beauty Trends Drive Market Evolution, States Fact.MR

ROCKVILLE, MD, UNITED STATES, August 6, 2025 /EINPresswire.com/ -- According to Fact.MR, a market research and competitive intelligence provider, the [solid serums market](#) was valued at USD 6,297 million in 2025 and is expected to grow at a CAGR of 6.7% during the forecast period of 2025 to 2035.



As the consumers move towards minimal overall products with a good impact on the environment, the market of solid serums is undergoing a tremendous transition of being able to adapt minimalist, waterless, environmentally friendly skin care products built on the principles of efficacy, convenience, and sustainability. A niche product in the past, solid serums are catching on as the new essential in contemporary beauty products: a concentrated product with no mess, no evap is small and easy to carry around.

Innovation in waterless formulations and product stabilizing ingredients is enabling brands to deliver some of their most high-potency actives, like niacinamide, vitamin C, and hyaluronic acid within solid products without losing their performance. Meanwhile, the skincare market in search of sustainable and cruelty-free products is associated with clean-label, vegan, and cruelty-free products and supplies biodegradable packaging and ingredients based on botanical systems.

The consumer is getting more and more interested in purchasing products that support their health oriented lifestyles that are more attuned towards wellness in their skincare, products that not only enhance texture and tone of skin, but also aim to provide a sensorial experience. The brands are giving a variety of multi use solid serums that not only hydrate and brighten but

soothe and protect the skin, and designed to work specific on specific skin types or even preferred usage times.

As neatness and environmental concerns have become one and the same thing, brands are launching products in solid skincare stick and balm formats that are aligned with the state of mind, seasonal skin care routines and minimalist beauty value systems. Along with the rise of purposeful consumption, the market is redefining what skincare products are supposed to be: high-performance products, portable, and in the pursuit of sustainability. Solid serums are intended to shift the paradigm.

Key Takeaways from Market Study

- The solid serums market is projected to grow at 7% CAGR and reach USD 12,044 million by 2035
- The market created an absolute \$ opportunity of USD 5,747 million between 2025 to 2035
- North America is a prominent region that is estimated to hold a market share of 9% in 2035
- North America is expected to create an absolute \$ opportunity of USD 1,797 million

“Rising demand for waterless, multifunctional skincare, growing consumer preference for clean-label beauty, and continued innovation in solid delivery systems will drive the market,” says a Fact.MR analyst.

Competitive Landscape: Established Giants & Indie Innovators Join Forces

The solid serum market is seeing unprecedented alignment between legacy brands and disruptive newcomers. Major players like L'Oréal, Unilever, Shiseido, Estée Lauder, and P&G are investing in sustainable packaging, waterless innovation, and multi-active delivery systems.

Market Development

Solid serums market is advancing along with the era of serious collaborations between skincare companies, cosmetic labs, and green chemistry developers. These partnerships are instigating the formulation of water-impervious actives, hybrids and biodegradable delivery systems and, in turn, exposing a level of efficacy whilst maintaining a green footprint.

The market leaders are streamlining their product portfolio in line with clean-label and dermatological safety principles and gain new solid serums that meet a wide variety of skincare needs: hydration, brightening, acne management, and even anti-aging. The trend is clear to the multi-functional solid formats that respond to properties of ease of application and high-performance ingredients that consumers are looking to preserve without compromising.

In January 2025, Tidalove has launched its Solid Serum on the Grommet to bring attention to innovation in high-performance beauty with eco-consciousness. A waterless, compact stick form

that gives more targeted and intensive actives like hyaluronic acid, vitamin C and botanical extracts in the convenient and no-mess style which can travel with.

Request Solid Serums Market Draft Report -

https://www.factmr.com/connectus/sample?flag=S&rep_id=10824

For more on their methodology and market coverage, visit - <https://www.factmr.com/about-company>

More Valuable Insights on Offer

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

The study reveals essential insights on the basis of the Product Type (Hydrating Solid Serums, Anti-Aging Solid Serums, Brightening Solid Serums, Acne-Control Solid Serums, Multi-functional Solid Serums), Form (Oil based, Gel based, Water based, Others), Skin Type (Dry Skin, Oily Skin, Sensitive Skin, Combination Skin, Normal Skin), End User (Women, Men, Unisex), and Distribution Channel (Supermarkets & Hypermarkets, Specialty Beauty Stores, Pharmacies & Drugstores, Spas and Salons, Online Retailers, Others) across major regions of the world (North America, Latin America, Western Europe, Eastern Europe, East Asia, South Asia & Pacific, and Middle East & Africa).

Check out More Related Studies Published by Fact.MR:

Solid Organ Transplant (SOT) Market: <https://www.factmr.com/report/solid-organ-transplant-market>

Solid Phase Extraction Market: <https://www.factmr.com/report/solid-phase-extraction-market>

Oral Solid Dosage Contract Manufacturing Market: <https://www.factmr.com/report/oral-solid-dosage-contract-manufacturing-market>

Oral Solid Dosage Pharmaceutical Market: <https://www.factmr.com/report/oral-solid-dosage-pharmaceutical-market>

Editor's Note:

This release is based exclusively on verified and factual market content derived from industry analysis by FactMR. No AI-generated statistics or speculative data have been introduced. This story is designed to support manufacturers, healthcare providers, and wellness brands in recognizing the Ammonium Chloride industry as a major growth and innovation sector for the coming decade.

S. N. Jha
Fact.MR
+1 628-251-1583
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/837260789>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.