

Global Beauty & Personal Care Market to Hit \$624B by 2030, Led by Asia Pacific and Organic Product Growth

Rising disposable incomes, social media influence, and demand for sustainable products propel growth in the global beauty and personal care market.

AUSTIN, TX, UNITED STATES, November 11, 2025 /EINPresswire.com/ -- According to DataM Intelligence, the global [beauty and personal care market](#) was valued at approximately USD 487.5 billion in 2022 and is projected to nearly reach USD 624.2 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 5.1% during the forecast period from 2024

to 2030. The Asia Pacific region leads the market both in revenue share and growth momentum, accounting for about 39.3% of global revenues in 2023. This dominance is primarily due to the rising number of working women, increasing disposable incomes, and a substantial young population increasingly influenced by social media and digital channels. The organic and natural

“The beauty and personal care market thrives on digital influence, sustainability, and rising consumer awareness, with Asia Pacific driving global growth trends.”

DataM Intelligence

product segments, in particular, show robust growth fueled by consumer demand for clean-label, environmentally sustainable, and cruelty-free options.

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Key Highlights from the Report

□ The global market size was USD 487.5 billion in 2022 and expected to reach USD 624.2 billion by 2030 with a CAGR of 5.1%.



- Asia Pacific dominates with a 39.3% market share, driven by emerging economies like China and India.
- The organic beauty and personal care products segment is forecasted to grow at a CAGR of 8.8% from 2024 to 2030.
- E-commerce is the fastest-growing distribution channel, projected to expand at a CAGR of 10.3% due to rising internet penetration.
- Personal care products, including oral care and skin care, dominate the market with 88.45% share in 2024.
- Increasing male consumer focus on grooming and skincare offers emergent growth opportunities.

Market Segmentation

The beauty and personal care market is segmented based on various criteria including product type, distribution channels, and end-users.

By product type, the market encompasses skin care (cleansers, moisturizers, anti-aging), hair care (shampoo, conditioner, coloring, styling), makeup and color cosmetics, fragrances, deodorants, and bath & shower products. Skin care and personal care represent the largest segments due to rising awareness around skin health and aesthetics.

By type of product formulation, there is a notable distinction between synthetic, organic, and vegan products. Organic and vegan products are gaining preference, propelled by consumer demand for natural, eco-friendly, and cruelty-free formulations.

By distribution channel, the market is divided into supermarkets and hypermarkets, specialty stores, direct selling, and e-commerce platforms. E-commerce is experiencing exponential growth, attributed to consumer convenience, accessibility, and attractive online promotions.

By end-user, segmentation is typically divided into male and female consumers, with increasing attention on male grooming and personal care products contributing substantially to market expansion.

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Regional Insights

The Asia Pacific region commands the largest share of the beauty and personal care market, spurred by rapid urbanization, rising middle-class populations, and a growing number of working women with disposable incomes. Countries like China and India have witnessed substantial growth in demand for beauty products as consumers seek both international and indigenous brands. The proliferation of digital platforms and social media accelerates product

discovery and drives trends among younger consumers, further catalyzing market expansion.

North America remains a vital market with strong demand for premium and luxury products, supported by high consumer awareness and technological innovation within the industry. Europe displays steady growth influenced by sustainability trends and regulatory focus on product safety and environmental impact.

Other regions such as Latin America and the Middle East & Africa are showing promising potential due to rising urban populations and increasing beauty consciousness among consumers.

Market Dynamics

Market Drivers

The primary growth drivers include rising disposable incomes and the increasing consumer focus on health, wellness, and self-care. The transition towards natural, organic, and sustainable beauty products continues to escalate demand. Furthermore, digital transformation, including the rise of e-commerce and social media influence, has revamped how consumers discover and purchase products, enhancing market penetration globally.

Market Restraints

Despite significant growth, the market faces challenges such as rising raw material costs and packaging expenses, which may impact product pricing and profit margins. Additionally, stringent regulations regarding product safety and environmental compliance can delay product launches and increase compliance costs.

Market Opportunities

There is a growing opportunity in personalized and tech-driven beauty solutions, including AI and augmented reality for product customization. The male grooming segment remains underpenetrated, offering expansion potential. Additionally, emerging markets with young populations and increasing digital adoption present fertile ground for new product introductions and market share gains.

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Reasons to Buy the Report

- Offers comprehensive analysis of market trends and growth drivers.
- Provides detailed segmentation and competitive landscape.
- Includes forecast data up to 2030 for strategic business planning.
- Highlights regional insights with emerging market opportunities.
- Identifies key players and recent innovations within the industry.

Frequently Asked Questions (FAQs)

- How Big is the Beauty and Personal Care Products Market?
- Who are the Key Players in the Global Beauty and Personal Care Market?
- What is the Projected Growth Rate of the Beauty and Personal Care Market?
- What is the Market Forecast for 2030?
- Which Region is Estimated to Dominate the Beauty and Personal Care Industry through the Forecast Period?

Company Insights

- L'Oréal S.A.
- Unilever
- The Estée Lauder Companies Inc.
- Shiseido
- Procter & Gamble
- Coty Inc.
- Kao Corporation
- Avon Products, Inc.
- Revlon
- Mary Kay

Recent developments:

-In October 2025, L'Oréal launched a new line of organic skin care products enriched with sustainably sourced botanicals, supported by a \$30 million investment in R&D to meet rising consumer demand for natural formulations.

-In September 2025, Estée Lauder introduced a personalized digital skincare consultation platform powered by AI, enhancing customer engagement and tailored product recommendations.

Conclusion

The beauty and personal care products market is poised for robust growth driven by increased consumer awareness, technological advancements, and a rising preference for sustainable and organic products. The Asia Pacific region stands at the forefront of market expansion, propelled by demographic shifts and digital influence, while e-commerce continues to reshape traditional distribution channels. With ongoing innovation and an expanding consumer base that now increasingly includes male consumers, the industry offers lucrative opportunities for businesses that prioritize product development, consumer engagement, and sustainability. Staying ahead in this competitive market requires agility, insight, and a relentless focus on evolving consumer

lifestyles and preferences.

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