

# Personalized or Customized Skin Care Market 2026 redefining beauty through tailored solutions

*The Business Research Company's Personalized Or Customized Skin Care Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035*

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/EINPresswire.com/ -- The [personalized or customized skin care market](#) is

dominated by a mix of global beauty and cosmetic manufacturers and specialized skin care solution firms. Companies are focusing on AI-driven skin analysis tools, personalized

formulation technologies, advanced delivery systems, and enhanced ingredient transparency to

strengthen market presence and meet individual consumer needs. Emphasis on product efficacy, dermatological safety, sustainability, and digital customer engagement remains central to competitive positioning. Understanding the competitive landscape is essential for

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It will grow from \$24.76 billion in 2025 to \$26.56 billion in 2026 at a compound annual growth rate (CAGR) of 7.3%”

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stakeholders seeking growth opportunities, technological innovation, and strategic partnerships within the rapidly evolving personalized beauty and skin care sector.

## Which Market Player Is Leading The [Personalized Or Customized Skin Care Market Growth](#)?

• According to our research, Curology Inc. led global sales in 2024 with a 1% market share. The custom skin solutions division of the company, which is directly involved in the personalized or customized skin care market, provides a

wide range of AI-driven skin assessments, custom-formulated creams and serums, dermatologist-reviewed treatment plans, and subscription-based delivery services that support individualized skin health, address specific dermatological concerns, and regulated consumer skincare environments.



## Who Are The Major Players In The Personalized Or Customized Skin Care Market?

Major companies operating in the personalized or customized skin care market are Curology Inc., L'Oréal S.A., Function of Beauty Inc., Unilever plc, Estée Lauder Companies Inc., Colgate-Palmolive Company, Shiseido Company Ltd., Skin + Me Ltd., LVMH Moët Hennessy Louis Vuitton SE, Johnson & Johnson, Beiersdorf AG, Procter & Gamble Co., Dr. Barbara Sturm, Proven Skincare Inc., Amway Corporation, The Nue Co. Ltd., Dermatica Ltd., Aptar Beauty+Home, Glow Recipe Inc., Beverly Hills Rejuvenation Center, Skin Authority LLC, Kiehl's (Apothecary Preparations), Abundant Beauty by Design Inc., Lumin Skincare Inc., Geologie Inc., Skin Inc., Renée Rouleau Inc., MySkinBuddy Pte. Ltd., DermaCare Skin Clinic Pvt. Ltd., Apostrophe Inc.

## How Concentrated Is The Personalized Or Customized Skin Care Market?

• The market is fragmented, with the top 10 players accounting for 3% of total market revenue in 2024. This level of concentration reflects moderate technological and regulatory entry barriers, driven by stringent cosmetic safety and dermatological standards, compliance with ingredient and labeling regulations, precision formulation requirements, and the need for efficacy and consistency in personalized skin care and consumer wellness environments. Leading players such as Curology Inc., L'Oréal S.A., Function of Beauty Inc., Unilever plc, Estée Lauder Companies Inc., Colgate-Palmolive Company, Shiseido Company Ltd., Skin + Me Ltd., LVMH Moët Hennessy Louis Vuitton SE, Johnson & Johnson hold notable market shares through diversified product portfolios, strong R&D capabilities, personalized formulation technologies, digital consultation platforms, and global distribution networks. As demand for AI-driven skin assessments, custom-formulated skincare products, and targeted dermatological solutions grows, strategic collaborations, product innovation, and regional expansion are expected to strengthen the competitive positioning of these leading companies in the market.

• Leading companies include:

- o Curology Inc. (1%)
- o L'Oréal S.A. (0.4%)
- o Function of Beauty Inc. (0.4%)
- o Unilever plc (0.3%)
- o Estée Lauder Companies Inc. (0.3%)
- o Colgate-Palmolive Company (0.2%)
- o Shiseido Company Ltd. (0.2%)
- o Skin + Me Ltd. (0.2%)
- o LVMH Moët Hennessy Louis Vuitton SE (0.2%)
- o Johnson & Johnson (0.2%)

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Who Are The Key Raw Material Suppliers In The Personalized Or Customized Skin Care Market?

- Major raw materials suppliers in the personalized or customized skin care market include Croda International Plc, BASF SE, Evonik Industries AG, Dow Inc., Lonza Group AG, Clariant AG, Ashland Global Holdings Inc., Solvay S.A., Symrise AG, Givaudan SA, Kao Corporation, Lubrizol Advanced Materials Inc., Inolex Chemical Company, Seppic SA, Elementis Plc, Vantage Specialty Ingredients, Galaxy Surfactants Ltd., Nouryon Chemicals.

Who Are The Major Wholesalers And Distributors In The Personalized Or Customized Skin Care Market?

- Major wholesalers or distributors in the personalized or customized skin care market include SalonCentric LLC, Beauty Care Choices Inc., Cosmopak Distributors, Global Beauty Supplies Inc., H.B. Fuller Professional Distributors, Cosmetix West, Tash Cosmetics Distribution, Univar Solutions Inc., SRS Distribution (Beauty), Beauty Solutions International, Mack Distribution Company, Dermalogica Distributor Network, FragranceNet Inc., P&G Professional Distributors, Henry Schein Beauty Solutions, Marlo Beauty Supply, Beauty Solutions Group, R.S. Hughes Co. Inc., Salon Services Inc., L'Oreal Professional Distributor Network, Universal Companies Inc., Revlon Professional Distributor, Intercos Distribution, Infinity Beauty Distributors, KDC/ONE Distribution, Azelis Group, DKSH Holding Ltd.

Who Are The Major End Users Of The Personalized Or Customized Skin Care Market?

- Major end users in the personalized or customized skin care market include Sephora, Ulta Beauty Inc., Dermstore, SkinCeuticals Stores, Clinique Counters, Estée Lauder Retail Outlets, Kiehl's Stores, L'Occitane en Provence Retail, The Body Shop Stores, Shiseido Beauty Boutiques, Glossier Inc., Curology Inc., Proven Skincare, Function of Beauty, Atolla Skincare, Skin Inc., Heyday Skincare, Modere Skin Health, Clinique iD Personalized Stores, Dr. Dennis Gross Skincare, La Mer Stores, Tata Harper Skincare, K-beauty Boutique Chains, Beautycounter Stores, Patchology Retail, Farmacy Beauty Retail.

What Are The Major Competitive Trends In The Market?

- AI-assisted personalized skincare platforms are transforming the personalized or customized skincare market by enabling clinician-guided, evidence-based treatment regimens, improving precision, and enhancing consumer trust in tailored solutions.
- Example: In November 2025, Sisram Medical launched universkin by Alma in Hong Kong, the first AI-assisted personalized skincare platform.
- Its AI-driven formulation and clinical integration enable on-demand, customized skincare solutions, improving patient outcomes, supporting continuous monitoring, and enhancing overall treatment effectiveness.

Which Strategies Are Companies Adopting To Stay Ahead?

- Connected Skincare Devices Enabling Real-Time Personalized Treatments
- Generative AI Beauty Advisors Enhancing Customer Engagement And Personalization
- Robotic Mini-Labs Advancing On-Demand Skincare Customization
- AI-Powered Skin Diagnostic Tools Improving Precision In Personalized Skincare

Access The Detailed Personalized Or Customized Skin Care Market Report Here

[https://www.thebusinessresearchcompany.com/report/personalized-or-customized-skin-care-global-market-report?utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=Mar PR](https://www.thebusinessresearchcompany.com/report/personalized-or-customized-skin-care-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR)

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