

Hyaluronic Acid Serums Market on the Rise : Expected Demand of US\$ 399.5 Million by 2031

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WILMINGTON, DE, UNITED STATES, June 4, 2026 /EINPresswire.com/ -- The global [hyaluronic acid serums market](#) garnered \$239.6 million in 2021 and is estimated to generate \$399.5 million by 2031, manifesting a CAGR of 5.4% from 2022 to 2031.

The growing need for hyaluronic acid-based anti-aging products and rising consumer health consciousness is expected to fuel market expansion. Market participants are forming various strategic partnerships to broaden their geographic reach and boost profitability.

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In the upcoming years, e-commerce and online purchasing may present opportunities for market players. A wide range of advantages come with online purchasing, including quick access to a larger assortment of goods and services. Consumers are mostly drawn to online shopping because of the large selection of goods that are readily available.

A type of beauty product called a hyaluronic acid serum is used to replenish the skin's moisture and firmness. The body naturally contains hyaluronic acid, which aids in maintaining moisture levels by extracting water molecules from the dermis layer's depths and dispersing them evenly over the skin's surface. Hyaluronic acid levels may gradually decrease because of free radical damage, leading to wrinkles or dry spots on the face. Since it boosts elastin synthesis while simultaneously plumping out fine wrinkles and giving skin an immediate glow, this thin fluid has several advantages for aged skin. In addition, organic is a popular Hyaluronic Acid Serums Market Trends which is likely to bring myriad Hyaluronic Acid Serums Market opportunities.

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Consumers' growing knowledge of hyaluronic acid's anti-aging properties is one of the main factors fueling this market's expansion. The increasing need for efficient skincare products from different manufacturers on the market, as well as the development of innovative product lines

by key players in the market to satisfy consumer demands. Hyaluronic Acid Serums Market Opportunities for producers operating in this region are provided by government rules mandating the use of anti-aging treatments against diseases like melanoma, atopic dermatitis, etc.

The Hyaluronic Acid Serums Market is analyzed based on type, molecular weight, gender, distribution channel, and region. By type, the market is divided into facial care and hair care. Further, facial care is segmented into hydrolyzed hyaluronic acid, sodium hyaluronate, and sodium acetylated hyaluronate. Among these, the facial care segment occupied the major Hyaluronic Acid Serums Market Share of the Hyaluronic Acid Serums Market in 2021 and is projected to maintain its dominance during the forecast period. The segment is developing because of the increased accessibility of hyaluronic acid serums. Hyaluronic acid is a mild and safe substance that can be used by most people. Thus, the segment has opportunities for Hyaluronic Acid Serums Market Growth because of this factor.

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Based on region, Europe held the largest share in 2021, contributing to nearly one-third of the global hyaluronic acid serums market share, and is projected to maintain its dominant share in revenue in 2031. In addition, the Asia-Pacific region is expected to manifest the fastest CAGR of 6.4% during the forecast period. The research also analyzes regions including North America and LAMEA.

Leading market players of the global [hyaluronic acid serums industry](#) analyzed in the research include Anika Therapeutics, Inc., Biocrown Biotechnology Co, DIME Beauty Co, Dr. Dennis Gross, Drunk Elephant (Shiseido), First Aid Beauty (P&G), Glossier, Hyalogic, La Roche-Posay, Maruha Nichiro, Inc., Paula's Choice, Peach & Lily, Salix Pharmaceuticals, Season Cosmetics Co, Seikagaku Corporation, SkinCeuticals, SkinMedica (Allergan), Smith & Nephew Plc, The Ordinary, and Vichy.

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