E-Commerce Personal Care Products Market Size & Share Analysis - Growth Trends And Forecast (2026 - 2031)

> **Industry:** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/e-commerce-personal-care-products-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 138.91 billion
Projected Forecast (2031)	USD 138.91 billion
Growth Rate (CAGR)	6.39 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in E-commerce Personal Care Products industry](images/chart_2.png)

![E-commerce Personal Care Products Market Size](images/chart_3.png)

![E-commerce Personal Care Products Market Share by Product Type, 2025](images/chart_4.png)

![E-commerce Personal Care Products Market Share by Category, 2025](images/chart_5.png)

![E-commerce Personal Care Products Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![E-commerce Personal Care Products Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 138.91 Billion
|

Market Size (2031)
|

USD 189.36 Billion
|

Growth Rate (2026 - 2031)
|

6.39 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

Asia Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview
E-commerce Personal Care Products Market Analysis by Mordor Intelligence

The global E-commerce Personal Care Products Market size in 2026 is estimated at USD 138.91 billion, growing from 2025 value of USD 123.48 billion with 2031 projections showing USD 189.36 billion, growing at 6.39% CAGR over 2026-2031. This trajectory reflects the evolving consumer preferences for convenience, personalization, and digital engagement. E-commerce, mobile shopping, AI-driven recommendations, and the influence of social media have transformed how consumers discover and purchase beauty and grooming products. This transition is expanding the market by enabling brands to reach a broader audience through innovative channels like live streaming and social commerce. Consumers are increasingly drawn to platforms that offer seamless purchasing experiences, flexible payment options, and personalized product suggestions tailored to their unique needs. The growing demand for clean, sustainable, and ethical products further fuels this shift, as shoppers prioritize transparency and authenticity in their choices. Additionally, advancements in augmented reality and secure payment systems enhance the online shopping experience, bridging the gap between mass-market affordability and premium offerings.

Key Report Takeaways

* By product type, skin care led with 41.52% revenue share in 2025, while hair care is projected to expand at a 7.10% CAGR to 2031.

* By ingredient, conventional formulations captured 70.78% of the E-commerce Personal Care Products Market share in 2025; natural/organic formats are forecast to grow at an 8.95% CAGR through 2031.

* By category, mass items commanded 71.36% of the E-commerce Personal Care Products Market size in 2025, and premium items are advancing at a 7.52% CAGR to 2031.

* By platform type, third-party marketplaces captured 87.60% share in 2025, while company-owned sites are growing faster at a 9.21% CAGR to 2031.

* By geography, Asia-Pacific held 42.10% of global value in 2025 and is set to record a 9.88% CAGR to 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of E-commerce Personal Care Products Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Influence of social media and influencer marketing

|

+1.2%
|

Global, with concentration in North America, Asia-Pacific
|

Medium term (2-4 years)
|

Availability of flexible payment methods

|

+0.9%
|

Global, strongest in Europe, South America, Asia-Pacific
|

Short term (≤ 2 years)
|

Attractive promotion and discounts driving purchases

|

+0.8%
|

Global, particularly intense in third-party marketplaces across all regions
|

Short term (≤ 2 years)
|

Growing preference for clean, sustainable, and ethical options

|

+1.1%
|

North America and Europe, expanding to Asia-Pacific
|

Long term (≥ 4 years)
|

Surge in online shopping habits

|

+1.3%
|

Global, accelerated adoption in Asia-Pacific, persistent in North America and E

urope
|

Medium term (2-4 years)
|

AI-led personalization and product recommendations

|

+1.0%
|

Global, led by North America and Asia-Pacific
|

Medium term (2-4 years)
|

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The market is moderately consolidated, with key players such as L'Oréal S.A., Procter & Gamble Company, Unilever PLC, Colgate-Palmolive Company, and Natura & Co Holding SA holding significant market shares. These companies utilize global supply chains, omnichannel distribution, and diverse brand portfolios spanning mass to premium segments. Meanwhile, direct-to-consumer entrants leverage niche positioning, influencer networks, and first-party data to attract younger demographics with lower customer acquisition costs. These companies continue to strengthen their positions through innovation and strategic acquisitions.

Technology adoption increasingly defines competitive advantage, with leading companies investing in mobile-first experiences, privacy-preserving personalization, and supply-chain visibility to enable rapid replenishment and minimize out-of-stock incidents. For instance, L'Oréal has introduced the Light Straight + Multi-styler and an LED face mask equipped with patented infrared light technology. Brands that fail to integrate these capabilities risk commoditization on third-party marketplaces, where price competition erodes margins and customer loyalty. These developments highlight how traditional companies are forming strategic partnerships to enhance digital capabilities.

The competitive landscape is evolving as new entrants adopt digital business models, utilize social media sales channels, and collaborate with content creators. These companies disrupt conventional distribution networks by developing direct-to-consumer channels and leveraging customer data analytics to strengthen their market presence. Opportunities are emerging in underserved segments such as men's grooming, where subscription models remain underpenetrated compared to women's beauty, and in natural-formulation oral care, where certification frameworks lag behind those in skin and hair care. Emerging disruptors include customization platforms like Prose and Function of Beauty, which use algorithmic formulation to bypass traditional product development cycles, and blockchain-authenticated luxury brands addressing counterfeit concerns through serialized digital certificates.

E-commerce Personal Care Products Industry Leaders

*

L'Oréal S.A.

*

Procter & Gamble Company

*

Unilever PLC

*

Estée Lauder Companies Inc.

*

Natura & Co Holding SA

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global E-commerce Personal Care Products Market Report Scope

The E-commerce Personal Care Products Market encompasses the online sale of beauty and personal care items. It provides consumers with the convenience of online purchasing from their homes.

The E-commerce Personal Care Products Market is segmented based on product type, ingredients, category, platform type, and geography. By product type, the market is segmented into skin care, hair care, bath and shower, deodorants and antiperspirants, oral care, men's grooming products, sun care products, perfumes & fragrances. Based on ingredients, the market is segmented into conventional and natural/organic. Based on category, the market is segmented into mass and premium. Based on platform type, the market is segmented into third-party marketplaces and the company-owned platform. By geography, the market is segmented into North America, Europe, Asia Pacific, South America, the Middle East, and Africa. The market sizing has been done in value terms in USD for all the above mentioned segments.

By Product Type

Hair Care
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Shampoo
|

|

Conditioner
|

|

Hair Colorant
|

|

Hair Styling Products
|

|

Others
|

Skin Care
|

Facial Care Products
|

|

Body Care Products
|

|

Lip and Nail Care Products
|

Bath and Shower
|

Shower Gels
|

|

Soaps
|

|

Others
|

Oral Care
|

Toothbrush
|

|

Toothpaste
|

|

Mouthwash and Rinses
|

|

Others
|

Men's Grooming Products
|

Sun Care Products
|

Deodorants and Antiperspirants
|

Perfumes and Fragrance
|
Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
|

Germany
|

|

United Kingdom
|

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Italy
|

|

France
|

|

Spain
|

|

Netherlands
|

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Poland
|

|

Belgium
|

|

Sweden
|

|

Rest of Europe
|

Asia-Pacific
|

China
|

|

India
|

|

Japan
|

|

Australia
|

|

Indonesia
|

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South Korea
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|

Thailand
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Singapore
|

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Rest of Asia-Pacific

|

South America
|

Brazil
|

|

Argentina
|

|

Colombia
|

|

Chile
|

|

Peru
|

|

Rest of South America
|

Middle East and Africa
|

South Africa
|

|

Saudi Arabia
|

|

United Arab Emirates
|

|

Nigeria
|

|

Egypt
|

|

Morocco
|

|

Turkey
|

|

Rest of Middle East and Africa
|

Frequently Asked Questions

What is the current size of the E-commerce Personal Care Products Market?

The market was valued at USD 138.91 billion in 2026 and is projected to reach USD 189.36 billion by 2031.

Which product category leads online beauty sales?

Skin care holds the top position with 41.52% revenue share, driven by preventive wellness trends.

Which region currently contributes the biggest share of global digital beauty revenue?

Asia-Pacific supplied 42.10% of worldwide sales in 2025, boosted by live-streaming commerce and instant payment systems.

How important are third-party marketplaces?

Marketplaces account for 87.60% of total value, but brand-owned sites are expanding faster as firms seek data control.