

Facial Cleansers and Toners Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Beauty, Skincare & Cosmetics (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/facial-cleansers-and-toners-market (https://www.mordorintelligence.com/industry-reports/facial-cleansers-and-toners-market)
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 34.29 billion
Projected Forecast (2031)	USD 34.29 billion
Growth Rate (CAGR)	7.01 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Facial Cleansers and Toners industry] (images/chart_2.png)

! [Facial Cleansers and Toners Market Size] (images/chart_3.png)

! [Facial Cleansers and Toners Market Share by Skin Type, 2025] (images/chart_4.png)

! [Facial Cleansers and Toners Market Share by Distribution Channel, 2025] (images/chart_5.png)

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! [Facial Cleansers and Toners Market Concentration] (images/chart_7.png)

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

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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 34.29 Billion

Market Size (2031)

USD 48.09 Billion

Growth Rate (2026 - 2031)

7.01 %

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

Facial Cleansers and Toners Market Analysis by Mordor Intelligence

The facial cleansers and toners market size was valued at USD 32.04 billion in 2025 and estimated to grow from USD 34.29 billion in 2026 to reach USD 48.09 billion by 2031, at a CAGR of 7.01% during the forecast period (2026-2031). This growth reflects a shift in skincare habits, with daily cleansing and toning increasingly viewed as essential preventive care rather than optional cosmetic practices, particularly among Gen Z and Millennials. Brands are expanding their offerings to include microbiome-friendly ingredients, refillable packaging, and AI-driven skin diagnostics that enable personalized skincare solutions. Additionally, regulatory requirements for full ingredient transparency are fostering greater consumer trust. The competitive landscape is intensifying as multinational corporations compete with digital-native brands that leverage shorter product development cycles and social commerce trends. The market's long-term growth is supported by strong demand in the Asia-Pacific region, a rise in premium product offerings, and the increasing adoption of direct-to-consumer channels.

Key Report Takeaways

- * By product type, cleansers led with 71.62% revenue share in 2025, whereas skin toners are projected to record the fastest 8.12% CAGR to 2031.
- * By skin type, normal-skin formulations accounted for 32.05% of 2025 revenue, while sensitive-skin products are poised to expand at 9.12% CAGR through 2031.
- * By price range, the mass tier commanded 62.58% share in 2025; premium lines will advance at a robust 8.96% CAGR to 2031.
- * By category, conventional products held 61.88% share in 2025, while natural and organic variants are set to grow at 8.02% CAGR.
- * By distribution channel, supermarkets captured 38.74% of 2025 sales, yet online platforms are projected to register an 8.38% CAGR by 2031.
- * By geography, Asia-Pacific dominated with 36.12% 2025 revenue and is forecast to progress at a vigorous 9.1% CAGR.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Facial Cleansers and Toners Market*

Driver |
(~) % Impact on CAGR Forecast |
Geographic Relevance |
Impact Timeline |

Rising awareness of skincare routines

|

+1.8%
|

Global, with strongest uptake in Asia-Pacific and North America

Medium term (2-4 years)

Demand for natural and organic formulations

|

+1.5%

Europe and North America core, expanding to urban Asia-Pacific

Long term (≥ 4 years)

Influence of social media and influencers

|

+1.3%
|

Global, particularly Gen Z and Millennial cohorts across all regions
|

Short term (≤ 2 years)
|

Shift toward clean beauty products

|

+1.2%
|

North America and EU regulatory-driven, spillover to APAC
|

Medium term (2-4 years)
|

Increasing male grooming adoption

|

+0.9%
|

Asia-Pacific, Middle East, and urban centers in Europe and North America
|

Long term (≥ 4 years)
|

Popularity of multifunctional products

|

+0.7%
|

Global, with early adoption in Asia-Pacific and premium segments
|

Medium term (2-4 years)
|

Competitive Landscape

Competitive Landscape

The facial cleansers and toners market is moderately consolidated, featuring a mix of multinational skincare companies and strong regional brands that shape the competitive landscape. Established players leverage extensive Research and Development capabilities, diverse product portfolios, and endorsements from dermatologists to maintain visibility across both premium and mass-market segments. Key players in the market include the Procter & Gamble Company, L'Oréal S.A., Unilever PLC, Kenvue Inc., and The Estée Lauder Companies Inc. Their market dominance is further supported by broad retail partnerships and robust digital marketing strategies, ensuring consistent consumer engagement.

Technology adoption is playing a critical role in enhancing competitive differentiation. Brands are increasingly utilizing AI-driven skin diagnostics, blockchain-based product authentication, and augmented reality try-on tools to improve consumer engagement and minimize return rates. For instance, Shiseido's Optune system, launched in 2024, employs IoT sensors to measure skin moisture levels and environmental conditions. Based on this data, the system dispenses customized cleanser and moisturizer formulations through a connected device, creating a subscription-based model that fosters recurring revenue and strengthens customer loyalty.

Emerging disruptors, such as Glossier and independent Korean brands, are leveraging community-driven product development. By gathering feedback through social media and iterating formulations based on user input, these brands are able to compress innovation cycles and build strong brand loyalty that extends beyond traditional advertising methods. Additionally, compliance with ISO 22716 (Good Manufacturing Practices for Cosmetics) and ISO 16128 (Guidelines on Technical Definitions and Criteria for Natural and Organic Cosmetic Ingredients) has become a baseline requirement for market entry. Retailers increasingly demand third-party certifications to mitigate liability risks and align with consumer expectations for safety and sustainability.

Facial Cleansers and Toners Industry Leaders

*

The Procter & Gamble Company

*

L'Oréal S.A.

*

Unilever PLC

*

Kenvue Inc

*

The Estée Lauder Companies Inc.

*

*Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

This market covers the value of facial cleansing and toning products sold for everyday facial skincare use, including rinse-off and leave-on formats, across mass and premium price points and all major retail channels.

Scope exclusions: We exclude products meant mainly for body cleansing, prescription dermatology treatments, and professional in-clinic services, even if they are positioned next to skincare.

Segmentation Container

*

Product Type

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Cleansers

*

Toners

*

Skin Type

*

Normal

*
Oily

*
Dry

*
Combination

*
Sensitive

*
Price Range

*
Mass

*
Premium

*
Category

*
Conventional

*
Natural/Organic

*
Distribution Channel

*
Supermarkets/Hypermarkets

*
Specialist Stores

*
Online Retail Stores

*

Convenience Stores

*
Other Distribution Channels

*
Geography

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North America

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United States

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Canada

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Mexico

*
Rest of North America

*
Europe

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Germany

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United Kingdom

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Italy

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France

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Spain

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Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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India

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Japan

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Australia

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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

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Peru

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Rest of South America

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Middle East and Africa

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South Africa

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Saudi Arabia

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United Arab Emirates

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Nigeria

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Egypt

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Morocco

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Turkey

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Rest of Middle East and Africa

Frequently Asked Questions

How large is the facial cleansers and toners market in 2026?

The facial cleanser and toner market size reaches USD 34.29 billion in 2026, with projections pointing to USD 48.09 billion by 2031.

Which region leads sales of facial cleansers and toners?

Asia-Pacific holds the largest share at 36.12% in 2025 and is forecast to keep expanding at a 9.1% CAGR.

What segment is growing fastest within product types?

Toners are the fastest-growing product type, advancing at an 8.12% CAGR through 2031 as brands pack them with treatment-grade actives.

Why are premium cleansers gaining traction?

Affluent consumers look for clinically validated ingredients, refillable packaging, and personalized routines, fueling a 8.96% CAGR for premium lines.