Beauty and Personal Care Products Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Beauty, Skincare & Cosmetics (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-beauty-and-personal-care-products-market-industry
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 636.16 billion
Projected Forecast (2031)	USD 636.16 billion
Growth Rate (CAGR)	5.14 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Beauty and Personal Care Products industry](images/chart_2.png)

![Beauty and Personal Care Products Market Size](images/chart_3.png)

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

![Beauty and Personal Care Products Market Share by Distribution Channel, 2025](images/chart_5.png)

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

![Beauty and Personal Care Products Market Concentration](images/chart_7.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 636.16 Billion
|

Market Size (2031)
|

USD 817.35 Billion
|

Growth Rate (2026 - 2031)
|

5.14 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

Asia Pacific
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Beauty and Personal Care Products Market Analysis by Mordor Intelligence

The beauty and personal care products market size is expected to grow from USD 605.06 billion in 2025 to USD 636.16 billion in 2026 and is forecast to reach USD 817.35 billion by 2031 at 5.14% CAGR over 2026-2031. This growth trajectory is largely influenced by evolving consumer preferences, especially among Generation Z, who now prioritize product efficacy and sustainability over mere brand loyalty. Heightened awareness of side effects from chemical-based products, like skin irritation and allergies, has spurred a surge in demand for natural and organic skincare solutions. In response, market players are broadening their product portfolios with strategic launches and embracing technological advancements, such as artificial intelligence (AI)-driven virtual makeup try-ons, to elevate the digital shopping journey. The industry's resilience shines through its adeptness at navigating economic uncertainties while sustaining growth. Furthermore, benefiting from economies of scale, companies are channeling investments into research and development, all while keeping their pricing strategies competitive. As the beauty and personal care landscape transforms, those companies that adeptly juggle innovation, sustainability, and consumer preferences are poised to ascend as market frontrunners.

Key Report Takeaways

* By product type, personal care products led with 88.45% of the beauty and personal care products market share in 2025, while cosmetics is projected to record the fastest 5.89% CAGR through 2031.

* By category, mass products held 72.37% share of the beauty and personal care products market size in 2025 whereas the premium tier is forecast to expand at a 6.45% CAGR between 2026 and 2031.

* By ingredient type, conventional formulations generated 71.38% revenue in 2025; natural and organic alternatives are set to grow at a 6.89% CAGR to 2031.

* By distribution channel, specialty stores captured 32.44% revenue in 2025 yet online retail will advance at a 7.97% CAGR through 2031.

* By geography, Asia-Pacific commanded 35.39% revenue in 2025 and will post the strongest 7.47% CAGR to 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Beauty and Personal Care Products Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Consumer preference for natural and organic beauty and personal care products

|

+1.8%
|

Global, with strongest adoption in North America and European Union
|

Medium term (2-4 years)
|

Growing demand for anti-aging and age management products

|

+1.2%
|

Global, with premium segments in Asia-Pacific and North America
|

Long term (≥ 4 years)
|

Influence of social media and impact of digital technology on the market

|

+0.9%
|

Global, led by Asia-Pacific and North America
|

Short term (≤ 2 years)
|

Rising demand for men's personal care products

|

+0.7%
|

North America and European Union core, expanding to Asia-Pacific
|

Medium term (2-4 years)
|

Digital transformation and virtual try-on

|

+0.6%
|

Global, with early adoption in developed markets
|

Short term (≤ 2 years)
|

Increased awareness about oral hygiene among consumers

|

+0.5%
|

Global, with strongest growth in Asia-Pacific
|

Medium term (2-4 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The beauty and personal care products market is led by large multinational corporations such as L'Oréal, Unilever, and Procter & Gamble. These companies capitalize on their extensive distribution networks and economies of scale to maintain their dominance. However, they face increasing competition from digitally native brands that utilize social commerce and direct-to-consumer strategies. This competitive environment has allowed smaller, innovation-driven companies to secure significant market shares by focusing on differentiated offerings, particularly in segments like natural and organic formulations, men's grooming, and specialized skincare.

Among the fastest-growing segments, natural and organic formulations, along with men's grooming and specialized skincare, are gaining traction. These segments are driven by evolving consumer preferences for sustainable and tailored solutions. For instance, The Ordinary, a brand known for its science-based skincare, expanded its reach in January 2024 by launching on the United States Amazon Premium Beauty marketplace. This move enables U.S. customers to purchase authentic products directly through amazon.com/theordinary, ensuring product authenticity and accessibility through authorized channels.

Beyond these segments, the market holds significant opportunities in underserved demographics, particularly male consumers and older age groups. Additionally, geographic expansion into high-growth regions such as India and the Middle East offers substantial potential for companies that can adapt their products and marketing strategies to align with local preferences and cultural nuances. This adaptability creates a dynamic environment for both established players and emerging brands to capture market share through targeted approaches.

Beauty and Personal Care Products Industry Leaders

*

The Procter & Gamble Company

*

L'Oreal SA

*

Unilever PLC

*

Colgate-Palmolive Company

*

The Estee Lauder Companies Inc.

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

This market covers revenue from consumer beauty and personal care products that are sold as packaged goods through store-based retail and online channels, and are meant for cleansing, grooming, odor control, or appearance enhancement.

Scope exclusions: We exclude professional salon services, aesthetic procedures, dietary supplements, and at-home beauty devices from the market totals.

Segmentation Container

* By Product Type
  * Personal Care Products
  * Hair Care
  * 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

*
Mouthwashes and Rinses

*
Others

*
Men's Grooming Products

*
Deodorants and Antiperspirants

*
Perfumes and Fragrances

*
Cosmetics/Makeup Products

*
Facial Cosmetics

*
Eye Cosmetics

*
Lip and Nail Makeup Products

*
By Category

*
Premium Products

*
Mass Products

*
By Ingredient Type

*
Natural and Organic

*
Conventional/Synthetic

*
By Distribution Channel

*
Specialty Stores

*
Supermarkets/Hypermarkets

*
Online Retail Stores

*
Other Channels

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
Europe

*
Germany

*
France

*
United Kingdom

*
Spain

*
Netherlands

*
Italy

*
Sweden

*

Poland

*
Belgium

*
Rest of Europe

*
Asia-Pacific

*
China

*
India

*
Japan

*

Australia

*
South Korea

*
Indonesia

*
Thailand

*
Singapore

*
Rest of Asia-Pacific

*
South America

*

Brazil

*
Argentina

*
Chile

*
Colombia

*
Peru

*
Rest of South America

*
Middle East and Africa

*

United Arab Emirates

*
South Africa

*
Nigeria

*
Saudi Arabia

*
Egypt

*
Morocco

*
Turkey

*
Rest of Middle East and Africa

Frequently Asked Questions

What is the current value of the beauty and personal care products market in 2026?

The category is valued at USD 636.16 billion in 2026 with a 5.14% CAGR forecast toward 2031.

Which region will contribute the largest incremental revenue through 2031?

Asia-Pacific, already leading with 35.39% share in 2025, will add the most new revenue at a 7.47% CAGR.

Which distribution channel is growing the fastest?

Online retail leads with a projected 7.97% CAGR as consumers favor digital discovery and subscription replenishment.

How large is the natural and organic ingredient opportunity?

Natural and organic formulations are projected to expand at a 6.89% CAGR, outpacing conventional alternatives while still below 30% revenue share.