Cosmetic 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-cosmetic-products-industry
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 79.46 billion
Projected Forecast (2031)	USD 79.46 billion
Growth Rate (CAGR)	3.86 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Cosmetic Products industry](images/chart_2.png)

![Cosmetic Products Market Size](images/chart_3.png)

![Cosmetic Products Market Share by Product Type, 2025](images/chart_4.png)

![Cosmetic Products Market Share by Ingredient Type, 2025](images/chart_5.png)

![Cosmetic Products Market Growth Rate by Region](images/chart_6.png)

![Cosmetic 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 79.46 Billion
|

Market Size (2031)
|

USD 96.01 Billion
|

Growth Rate (2026 - 2031)
|

3.86 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Cosmetic Products Market Analysis by Mordor Intelligence

The cosmetics market size is expected to grow from USD 76.51 billion in 2025 to USD 79.46 billion in 2026 and is forecast to reach USD 96.01 billion by 2031 at 3.86% CAGR over 2026-2031. This growth trajectory is primarily attributed to ad vancements in regulatory frameworks, the increasing adoption of sustainable and eco-friendly formulations, and the accelerated integration of digital technologies across various stages of the value chain, including research, production, and retail. In the United States, the Modernization of Cosmetics Regulation Act (MoCRA) has introduced mandatory facility registration, ensuring stricter compliance standards. Similarly, the European Union has implemented substance prohibitions to enhance product safety, while China has streamlined its ingredient approval processes to facilitate market entry. These regulatory developments are significantly influencing compliance costs, providing a competitive edge to companies with well-established regulatory infrastructures. Additionally, social media platforms are playing a pivotal role in driving brand engagement, enabling companies to connect with consumers more effectively. These trends are creating substantial revenue opportunities for businesses capable of integrating advanced technologies with transparent and ethical sourcing practices. From a regional perspective, the Asia-Pacific region is emerging as a dominant player, outpacing mature Western economies. This growth is fueled by the expansion of middle-class incomes and the widespread penetration of mobile commerce, which is transforming consumer purchasing behaviors and driving market expansion in the region.

Key Report Takeaways

* By product type, facial cosmetics led with 38.12% of the cosmetics market share in 2025, while eye cosmetics are projected to advance at a 4.39% CAGR through 2031.
* By category, the mass segment held 57.68% of the cosmetics market share in 2025; the Premium segment is forecast to expand at a 5.12% CAGR by 2031.
* By ingredient type, conventional/synthetic products accounted for 69.55% of the cosmetics market size in 2025, whereas natural/organic products are set to grow at a 6.05% CAGR through 2031.
* By distribution channel, specialty stores captured 39.72% of the cosmetics market share in 2025; online retail stores are on track to post a 6.62% CAGR to 2031.
* By geography, Asia-Pacific is the fastest-growing region with a 7.18% CAGR (2026-2031), while North America retained 33.10% of global revenue in 2025.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Cosmetic Products Market*

Driver
|

(~) % Impact on CAGR Forecast |

Geographic Relevance
|

Impact Timeline
|

Consumer preference for natural and organic products

|

+1.2%

|

Global, with early gains in North America and Europe
|

Medium term (2-4 years)

|

Rising demand for sustainable cosmetic products

|

+0.8%

|

Asia-Pacific core, spill-over to Middle East and Africa
|

Long term (≥ 4 years)
|

Technological advancements in product formulations

|

+0.9%
|

Global
|

Short term (≤ 2 years)
|

Social media influence to boost the market

|

+0.7%

|

Global, concentrated in urban centers

|

Short term (≤ 2 years)

|

Increasing disposable income drives market expansion

|

+0.6%

|

Asia-Pacific, South America, Middle East and Africa emerging markets
|

Long term (≥ 4 years)

|

Growing e-commerce platforms enhance product accessibility

|

+0.5%

|

Global, accelerated in Asia-Pacific

|

Medium term (2-4 years)

|

Source: Mordor Intelligence
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Competitive Landscape

Competitive Landscape

The cosmetic market is moderately consolidated. Multinational corporations dominate the cosmetics market, but indie brands are effectively utilizing digital channels to establish a competitive presence. The major players include L’Oréal SA, Unilever Plc, Shiseido Company Limited, The Estée Lauder Companies, and Revlon Inc. Companies are increasingly adopting shared procurement strategies for ethically sourced raw materials to achieve scalability in sustainable supply chains. Additionally, with ambitious carbon-reduction commitments, these corporations are emphasizing environmental responsibility as a core component of both investor relations and consumer engagement.

The cosmetics market is moderately concentrated, with global leaders leveraging economies of scale in research and development, regulatory compliance, and omnichannel distribution to secure significant market shares. Companies capable of managing multi-jurisdictional regulatory requirements while sustaining rapid innovation are well-positioned to gain a competitive edge as the industry increasingly focuses on technological advancements and compliance expertise.

Strategic priorities include expanding direct-to-consumer platforms, acquiring niche clean-beauty brands, and making substantial investments in data analytics to enable hyper-personalization. Regulatory tightening under MoCRA and EU chemical reforms is raising entry barriers, reinforcing the dominance of established players. However, agile disruptors utilizing micro-influencer networks and biotech ingredients are successfully capturing market share in high-growth sub-segments.

Cosmetic Products Industry Leaders

* The Estée Lauder Companies Inc.
* L'Oréal S.A.
* Revlon, Inc.

*

Shiseido Co. Ltd.

*

Unilever PLC

*

*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Cosmetic Products Market Report Scope

Beauty and personal care products and practices focus on enhancing physical appearance and upholding personal hygiene. The beauty and personal care market report is segmented into product type, category, ingredient type, distribution channel, and geography. Based on product types, the market is segmented into personal care and cosmetics / make-up products. The personal care segment is further segmented into hair care, skin care, bath & shower, oral care, men’s grooming products, deodorants & antiperspirants, and perfumes & fragrances. The cosmetics/make-up products segment is further segmented into facial cosmetics, eye cosmetics, and lip & nail make-up products. Based on category, the market is segmented into premium products and mass products. Based on ingredient type, the market is segmented into natural & organic and conventional. Based on distribution channels, the market is segmented into supermarkets/hypermarkets, specialty stores, online retail stores, and other distribution channels. Based on geography the market is segmented into North America, Europe, Asia Pacific, South America, and the Middle east and Africa. The market sizing has been done in value terms in USD for a ll the abovementioned segments.

Segmentation Overview

By Product Type

Facial Cosmetics
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Eye Cosmetics
|

Lip and Nail Make-up Products
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
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Mexico
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|

Rest of North America
|

Europe
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United Kingdom
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Germany
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Spain
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France
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Italy
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Russia
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Rest of Europe
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Asia-Pacific
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China
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Japan
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India
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Australia
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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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Rest of South America
|

Middle East and Africa
|

Saudi Arabia
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|

South Africa
|

|

Rest of Middle East and Africa
|

Frequently Asked Questions

What is the current size of the cosmetics market?

The cosmetics market size stands at USD 79.46 billion in 2026 and is projected to reach USD 96.01 billion by 2031.

Which region is growing the fastest in the cosmetics market?

Asia-Pacific leads with a forecast 7.18% CAGR between 2026 and 2031 owing to rising disposable income and mobile commerce adoption.

How is MoCRA affecting cosmetics manufacturers in the United States?

MoCRA introduces mandatory facility registration, product listing, and adverse-event reporting, raising compliance costs and favoring firms with robust regulatory systems.

Why are natural and organic cosmetics growing quickly?

Regulatory standards such as USDA's National Organic Program and heightened consumer demand for transparent sourcing are propelling the natural and organic segment at a 6.05% CAGR to 2031.