

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

> ****Industry:**** Beauty, Cosmetics & Personal Care Retail (Retail)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/global-cosmetics-personal-care-stores>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 733.29 billion
Projected Forecast (2031)	USD 733.29 billion
Growth Rate (CAGR)	3.36 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

![Cosmetics and Personal Care Store Market Size](images/chart_3.png)

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

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

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

![Cosmetics and Personal Care Store 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)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview	Study Period 2020 - 2031
Market Size (2026)	USD 733.29 Billion
Market Size (2031)	USD 865.31 Billion
Growth Rate (2026 - 2031)	3.36 %
Fastest Growing Market	Asia Pacific
Largest Market	South America

Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Cosmetics and Personal Care Store Market Analysis by Mordor IntelligenceThe Cosmetics And Personal Care Store Market size was valued at USD 709.45 billion in 2025 and is estimated to grow from USD 733.29 billion in 2026 to reach USD 865.31 billion by 2031, at a CAGR of 3.36% during the forecast period (2026-2031).

Sustained premiumization in Asia-Pacific, the resurgence of experiential flagships in mature regions, and a steady pivot toward omnichannel retail models underpin growth in the cosmetics and personal care store market. Leading chains rely on AI-based skin diagnostics, augmented-reality mirrors, and data-driven loyalty programs to lift average order values and retention rates, even as online-only challengers intensify pricing pressure. Intensifying regulatory oversight, particularly the Modernization of Cosmetics Regulation Act (MoCRA) in the United States, and proposed amendments to EU Regulation 1223/2009, raise compliance costs, favoring scale players capable of absorbing added testing and labeling requirements. Retailers also confront supply-chain headwinds and inflationary operating expenses; nevertheless, experiential upgrades such as beauty labs and in-store clinics support higher traffic and conversion levels in key urban corridors.

Key Report Takeaways* By product type, skincare commanded a 31.88% share of the cosmetics and personal care store market in 2025, whereas haircare is projected to grow at a 8.87% CAGR through 2031.

* By distribution channel, supermarket/hypermarket stores led with 37.92% of the cosmetics and personal care store market share in 2025, while pharmacies/drug stores are forecast to expand at a 7.05% CAGR to 2031.

* By store format, flagship beauty stores represented 42.85% of the cosmetics and personal care store market size in 2025, whereas omni-channel concept stores exhibit the fastest trajectory at a 12.55% CAGR through 2031.

* By geography, Asia-Pacific held 37.40% of the global cosmetics and personal care store market share in 2025; South America is on track for a 8.89% CAGR between 2026 and 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Cosmetics and Personal Care Store Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Rising disposable income in emerging markets | +1.2% | Asia-Pacific, South America | Medium term (2-4 years) |

Growing demand for natural/organic cosmetics | +0.8% | North America, Europe, Asia-Pacific | Long term (≥ 4 years) |

Proliferation of specialty beauty chains | +0.9% | North America, Europe, Asia-Pacific | Medium term (2-4 years) |

Omnichannel retail integration | +1.1% | Global | Short term (≤ 2 years) |

Experiential in-store tech (AR mirrors, diagnostics) | +0.7% | North America, EU, urban APAC | Short term (≤ 2 years) |

Subscription-based refill & zero-waste stations | +0.6% | Global, led by EU and sustainability-conscious markets | Medium term (2-4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The global cosmetics and personal care store market is moderately concentrated, with leading beauty specialty retailers, department stores, pharmacy chains, and diversified retail groups competing through store expansion, premium brand portfolios, exclusive products, and omnichannel capabilities. Major players such as Sephora, Ulta Beauty, Douglas, A.S. Watson, Sally Beauty, and LVMH continue to strengthen their retail presence across established and emerging beauty markets. At the same time, leading cosmetics and personal care companies are expanding direct-to-consumer and branded retail channels, increasing competition across both physical and digital formats.

Omnichannel capabilities are becoming increasingly important to retail competitiveness. Leading players are integrating physical stores with e-commerce platforms, mobile applications, loyalty ecosystems, and personalized digital experiences. AI-powered product recommendations, virtual try-on tools, beauty diagnostics, and personalized consultations are improving product discovery and customer engagement, while services such as click-and-collect and real-time inventory visibility are creating greater integration between online and offline channels.

Store network expansion remains a key growth strategy, particularly across high-growth urban markets and premium shopping destinations. Leading retailers are adopting a mix of flagship stores, smaller-format outlets, shop-in-shop concepts, and travel-retail locations to increase market reach while controlling operating costs. As the market becomes more competitive, assortment, brand exclusivity, store experience, pricing, digital integration, and geographic reach are emerging as the key factors shaping competitive positioning globally.

Cosmetics and Personal Care Store Industry Leaders* Sephora

- * Ulta Beauty, Inc.
- * DOUGLAS Group
- * Sally Beauty Holdings, Inc.
- * A.S. Watson Group

* *Disclaimer: Major Players sorted in no particular order
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Component 3 Scope Of The Report Bottom

Global Cosmetics and Personal Care Store Market Report ScopeThe cosmetics and personal care stores provide customers with cosmetic products that are used for cleaning, improving, or changing the complexion, skin, hair, nails, or teeth. The Cosmetics and Personal Care Stores Market is Segmented By Product Types (Decorative, Skincare, Haircare, Perfume, Oral Care, Bath and Shower), By Distribution Channels (Specialist Retail Stores, Supermarkets/Hypermarkets, Convenience Stores, Pharmacies/Drug Stores), and By Geography (North America, Europe, Asia-Pacific, South America, The Middle East, And Africa). The Report Offers Market Size and Forecasts for Cosmetics and Personal Care Stores in Volume and Value (USD) for All the Above Segments.

By Product TypeDecorative |
Skincare |
Haircare |
Perfume |
Oral-Care |
Bath & Shower |

Segmentation Accordion Item

By GeographyNorth America | Canada |

- | United States |
- | Mexico |
- South America | Brazil |
- | Peru |
- | Chile |
- | Argentina |
- | Rest of South America |
- Europe | United Kingdom |
- | Germany |
- | France |
- | Spain |
- | Italy |
- | BENELUX (Belgium, Netherlands, Luxembourg) |
- | NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
- | Rest of Europe |
- Asia-Pacific | India |
- | China |
- | Japan |
- | Australia |
- | South Korea |
- | South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines) |
- | Rest of Asia-Pacific |
- Middle East & Africa | United Arab Emirates |
- | Saudi Arabia |
- | South Africa |
- | Nigeria |
- | Rest of Middle East & Africa |

Frequently Asked Questions

What was the cosmetics personal care store market size in 2026?

It reached USD 733.29 billion, with a projected rise to USD 865.31 billion by 2031 at a 3.36% CAGR.

Which region controls the largest share of cosmetics personal care store sales?

Asia-Pacific led with 37.40% of global revenue in 2025.

Which product segment is growing fastest in brick-and-mortar beauty retail?

Haircare is forecast to grow at a 8.87% CAGR through 2031, outpacing skincare.

Why are pharmacies gaining ground as a beauty channel?

Trust in healthcare professionals, coupled with refurbished beauty zones, is driving a 7.05% CAGR for pharmacy sales.

How does omnichannel strategy boost store performance?

Customers shopping both online and offline spend roughly triple compared with single-channel users, lifting overall revenue.

Which store format shows the highest growth potential?

Omni-channel concept stores are projected to expand at a 12.55% CAGR due to seamless digital-physical integration.