



**Euromonitor
International**

The World Market for Beauty and Personal Care

May 2025

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Our expert's view of beauty and personal care in 2025

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Top five trends uncovered

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STATE OF THE INDUSTRY

2024 growth slows in value, accelerates in volume, signalling rising price sensitivity

Dermocosmetics and sun care grow, fuelled by shifting consumer priorities

Amid economic uncertainty, consumers reallocate their budget or seek small luxuries

Consumers became more sophisticated and trust science-backed dermocosmetics

COMPANIES AND PRODUCTS

L'Oréal strengthens its lead, while other players recalibrate amid softening demand

Market concentration among top players remains stable, but brand loyalty weakens

Dermocosmetics and affordable beauty companies see gains over the review period

Body wash and sun care gain momentum through innovative functional claims

Sustainability claims drive growth, but its price premium faces pressure

CHANNELS

Offline retailers adopt new strategies to stay competitive amid strong e-commerce growth

Strong local players are reshaping e-commerce while Amazon maintains its lead

FUTURE OUTLOOK

Sun care is forecast to expand further, driven by heightened awareness and innovation

US is projected to lead global beauty growth, while China faces a period of low expansion

Fragrances will drive the largest share of future growth, while skin care remains as anchor

Category growth will be shaped by distinct structural drivers over the coming years

High-potential unmet demand lies across Middle East and Africa and Asia Pacific

CONCLUSION

Innovation and consumer expansion create opportunities, but macro risks persist

Recommendations and opportunities for growth to 2029

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