



Ingredient Spotlight: Bakuchiol in Beauty and Personal Care

July 2026

Why read this report?

Introduction to bakuchiol

Bakuchiol's key claims, size and market maturity

Bakuchiol scales steadily as skin care anchors its growth

Bakuchiol adoption expands beyond core Western markets

US market reinforces bakuchiol's role in skin care

Bakuchiol's competitive landscape remains open despite broad adoption

Avène integrates bakuchiol within clinically led, multi-ingredient formulations

Isdin pairs bakuchiol integration with strong anti-ageing e-commerce growth

The evolution of bakuchiol

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/ingredient-spotlight-bakuchiol-in-beauty-and-personal-care/report.