

United States Beauty and Personal Care Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The US beauty and personal care products market is projected to register a CAGR of 5.12% during the forecast period, 2022-2027.

Almost every business has been touched by the COVID-19 pandemic, including the beauty and personal care industry. The beauty sector had sluggish sales in 2020 as a result of the unexpected lockdown and shutdown of offices, factories, and malls. As the global supply chain has been disrupted, suppliers from other countries have experienced delays or cancellations in supplying raw materials for the manufacture of personal care products, cosmetics, and other beauty items. As a result, large corporations' production and sales operations have suffered. For example, L'Oreal SA, a worldwide beauty products behemoth, had a 4.8% drop in sales in North America as per the company.

Because the public is more aware of how to protect oneself from the virus, personal care products have seen a surge in demand. Soaps, sanitizers, and disinfectants are among the items that have seen significant sales rise. The demand for hand washes and soaps has surged as frequent hand washing has been proposed as a critical preventive step, boosting the united states beauty and personal care goods industry.

Consumers may acquire beauty items with ease using the e-commerce mode of purchasing, which includes simple online payment choices. Other elements projected to contribute favorably to the United States beauty and personal care market outlook in the years ahead include easy returns and replacements, a broad product selection, special discounts on newly introduced items, and incentives for online payments.

US Beauty & Personal Care Products Market Trends

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Growing Inclination Toward Organic, Natural, and Cruelty-Free Products

The beauty and personal care products market witnessed an increasing demand for natural and organic products due to the rise in consumer awareness about the harmful effects of certain compounds, such as paraben and aluminum compounds present in skincare and hair care products and deodorants. A high percentage of consumers choose one brand over others based on its natural formulation. This enhanced the demand for safe, natural, and organic deodorant products in recent times. The purchases are made based on efficacy, with longer-lasting protection and clinical properties. The demand for natural ingredients is evident in the market. Thus, most companies are launching products with nature-inspired ingredients, such as plant-inspired and premium botanical ingredients, coupled with multi-functional properties. Similarly, consumers in the market tend to prefer products with the label "cruelty-free", denoting that animals are not harmed in the testing of such products. For instance, Wet n Wild is a popular cosmetics products brand in the United States that markets its products as cruelty-free. Moreover, in recent times, there has been a sharp rise in the number of beauty blogs and social media accounts that are committed to the benefits of going chemical-free, which has worked in favor of natural and cruelty-free products by enhancing consumer information.

Increased Spending of Consumers on Beauty and Personal Care Products

Consumer spending on cosmetics and other personal care products has witnessed a rise. Due to the increase in advertising and promotional activities, consumers in the United States are still buying these cosmetics. Additionally, often the advertisements are focused on a specific age group, such as adolescents or aging women, in an effort to influence and target specific population groups. Due to frequent product innovation in the market, consumers are being introduced to new types of products and trying them out. Consumers generally want to ensure that they buy products that suit their skin or hair type, and thus, product trial is important in the cosmetics market. Thus, companies such as Avon and Estee Lauder Company have been increasing their marketing expenditures towards such activities in recent years.

US Beauty & Personal Care Products Market Competitor Analysis

Major players in the US beauty and personal care products market include L'Oréal, The Estée Lauder Companies Inc., Shiseido Group, E.l.f. Cosmetics, Inc., Revlon, Unilever, and Procter and Gamble with popular brands, such as Dove, Maybelline New York, and M.A.C. The market is highly competitive, with players actively competing in terms of new product launches, mergers and acquisitions, expansions, and partnerships. Additionally, leading players are investing heavily in research and development to come up with product innovations.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

3.1 Market Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Product Type

5.1.1 Personal Care

5.1.1.1 Hair Care

5.1.1.1.1 Shampoo

5.1.1.1.2 Conditioner

5.1.1.1.3 Hair Oil

5.1.1.1.4 Other Hair Care Products

5.1.1.2 Skin Care

5.1.1.2.1 Facial Care

5.1.1.2.2 Body Care

5.1.1.2.3 Lip Care

5.1.1.3 Bath and Shower

5.1.1.3.1 Soaps

5.1.1.3.2 Shower Gels

5.1.1.3.3 Bath Salts

5.1.1.3.4 Bathing Accessories

5.1.1.3.5 Other Bath and Shower Products

5.1.1.4 Oral Care

5.1.1.4.1 Toothbrushes and Replacements

5.1.1.4.2 Toothpastes

5.1.1.4.3 Mouthwashes and Rinses

5.1.1.4.4 Other Oral Care Products

5.1.1.5 Men's Grooming

5.1.1.6 Deodorants and Antiperspirants

5.1.2 Beauty and Make-up/Cosmetics Market

5.1.2.1 Color Cosmetics

5.1.2.1.1 Facial Make-up Products

5.1.2.1.2 Eye Make-up Products

5.1.2.1.3 Lip and Nail Make-up Products

5.1.2.1.4 Hair Styling and Coloring Products

5.2 By Category

5.2.1 Premium Products

5.2.2 Mass Products

5.3 By Distribution Channel

5.3.1 Specialist Retail Stores

5.3.2 Supermarkets/Hypermarkets

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.3.3 Convenience Stores
- 5.3.4 Pharmacies/Drug Stores
- 5.3.5 Online Retail Channels
- 5.3.6 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 The Estee Lauder Companies Inc.
 - 6.4.2 L'Oréal
 - 6.4.3 Unilever
 - 6.4.4 Beiersdorf AG
 - 6.4.5 Amway
 - 6.4.6 Avon Products Inc.
 - 6.4.7 Shiseido Company
 - 6.4.8 Revlon
 - 6.4.9 Coty Inc.
 - 6.4.10 Procter & Gamble

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

United States Beauty and Personal Care Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

