

## **Probiotic Cosmetic Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 110 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 global probiotic cosmetic products market is forecasted to grow at a CAGR of 7.2% during the forecast period (2022-2027).

The COVID-19 pandemic presented new avenues for companies to promote their products. With more people spending time on social media and many fashion and skincare influencers bursting onto the scene, brands could proliferate their digital presence with partnerships and increase their brand equity through promotions. This, in turn, increased traffic to the companies' websites and allowed cosmetic brands to sell direct-to-consumer with minimal focus on logistics.

The rise in popularity of probiotics as a main functional ingredient, which is efficient against various skin concerns, such as acne, wrinkle, and blemishes, is anticipated to drive the market growth during the study period. Furthermore, a rise in demand for natural cosmetics among various consumer groups, particularly millennials, supported by growing awareness about their clinical evidence and efficacy, has also increased the market's growth.

Factors such as growth in personal appearance, skin, hair, health, and wellness coupled with demand for multi-functional beauty products, which allow consumers to extract maximum value by spending on a single product, are the key trends driving the probiotic cosmetic products market in the coming years.

Probiotic Cosmetic Products Market Trends

Probiotic Skincare Serums and Creams to Grow at a Significant Rate

There has been an increase in demand for specialized products, which include serums and creams that contain probiotic skincare

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott's-international.com](mailto:support@scott's-international.com)

[www.scott's-international.com](http://www.scott's-international.com)

solutions. Both the young and the old population are interested in buying them because the products target common issues like wrinkles, skin tone, inflammation, and acne. Additionally, consumers worldwide are continuously seeking skincare products with pure organics, such as probiotics. Furthermore, product innovation is anticipated to drive market growth in the coming years. For instance, in 2021, Shielded Beauty launched its skincare collection specific to improving skin health and nourishing the microbiome.

#### North America Holds Significant Share in the Market

North America has witnessed an increase in the percentage of the population inclined towards healthier lifestyles, supported by a rise in demand for products that have a low impact on the environment are the major factors driving the market growth in the region. Furthermore, the growing acceptance of probiotic products, including cosmetics, especially among millennials, will likely contribute to the market's growth in the coming years. Furthermore, awareness about the harmful effects of chemicals and synthetic products are a few factors enhancing the market's growth. The United States holds the major share in the North American probiotic cosmetic products market.

#### Probiotic Cosmetic Products Market Competitor Analysis

The probiotic cosmetics market is fragmented, with various regional and global players. Companies are investing in expanding their product offerings, improving functionality, and marketing activities. Due to constantly changing consumer preferences, firms must continue to innovate, operate, and develop in the market. Furthermore, organizations leverage digital and social media to promote new products and gain market share. Key players in the market include Esse Skincare, L'Oreal S.A., Unilever PLC, Estee Lauder Inc., and H&H Group.

#### 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

##### 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

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## 5 MARKET SEGMENTATION

### 5.1 By Product Type

#### 5.1.1 Skin Care

#### 5.1.2 Hair Care

#### 5.1.3 Other Product Types

### 5.2 By Distribution Channel

#### 5.2.1 Speciality Stores

#### 5.2.2 Supermarkets/Hypermarkets

#### 5.2.3 Convenience Stores

#### 5.2.4 Online Retail

#### 5.2.5 Other Distribution Channels

### 5.3 Geography

#### 5.3.1 North America

##### 5.3.1.1 United States

##### 5.3.1.2 Canada

##### 5.3.1.3 Mexico

##### 5.3.1.4 Rest of North America

#### 5.3.2 Europe

##### 5.3.2.1 Spain

##### 5.3.2.2 United Kingdom

##### 5.3.2.3 Germany

##### 5.3.2.4 France

##### 5.3.2.5 Italy

##### 5.3.2.6 Russia

##### 5.3.2.7 Rest of Europe

#### 5.3.3 Asia-Pacific

##### 5.3.3.1 China

##### 5.3.3.2 Japan

##### 5.3.3.3 India

##### 5.3.3.4 Australia

##### 5.3.3.5 Rest of Asia-Pacific

#### 5.3.4 South America

##### 5.3.4.1 Brazil

##### 5.3.4.2 Argentina

##### 5.3.4.3 Rest of South America

#### 5.3.5 Middle-East

##### 5.3.5.1 South Africa

##### 5.3.5.2 Saudi Arabia

##### 5.3.5.3 Rest of Middle-East

## 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 L'Oreal S.A.

#### 6.4.2 Esse Skincare

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.4.3 Unilever PLC
- 6.4.4 Estee Lauder Inc
- 6.4.5 H&H Group
- 6.4.6 Eminence Organic Skin Care
- 6.4.7 The Clorox Company
- 6.4.8 Andalou Naturals
- 6.4.9 Tula Life Inc.
- 6.4.10 LaFlore Probiotic Skincare

## 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Probiotic Cosmetic Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 110 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@scotts-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@scotts-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="2026-02-28"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

