

United States Organic Skin Care Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The United States organic skin care market is projected to grow at a CAGR of 3.22% over the next five years.

Key Highlights

With the increasing demand for organic ingredients and increasing awareness about the harmful effects of chemicals and synthetic products, consumers across the country are inclined toward organic personal care products, including skincare products. Some people have sensitive skin, and they cannot tolerate the constant use of synthetic skin care products on a daily basis. Increasing concerns regarding the adverse effects of chemicals on the skin, such as skin irritation, dryness, and dullness, have been the key factors fueling the market growth for organic skin care products in the United States.

Furthermore, skin-related problems are increasing in the country due to environmental conditions, leading consumers to use skin care products like serums, moisturizers, and face creams daily. According to US Census Bureau data from 2021, the United States has about 50.3 million females population between the ages of 40-64. Because of this, demand for organic anti-aging creams is also increasing in the region.

Additionally, the demand for face and sheet masks is gaining popularity among consumers as they are easy to use, disposable, and effective. Market players have been innovating facemasks with different ingredients and more hydrating power. For instance, in October 2022, SolaWave, a United States-based skincare brand, launched a new hydrating sheet mask. The mask is made from vegan sources and biodegradable paper that fits on your face perfectly. Due to an increase in pollution problems, a rise in disposable income, and industrialization, the market is expected to grow over the medium term.

US Organic Skin Care Market Trends

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With the ongoing clean beauty revolution in the country, the demand for natural extracts in skin care products is increasing. There has been significant growth for organic beauty and personal products among consumers across the country in the past few years due to rising awareness of the benefits of beauty and personal care products made from botanical extracts over their counterparts.

Organic beauty products perfectly align with the ongoing sustainable and clean-labeled trend among consumers. This has forced domestic and global manufacturers to launch new products and focus on R&D.

As a result, in recent years, the organic and natural beauty personal care industry has become an essential part of the cosmetic and health sector. In June 2021, SO'BiO etic, a French natural beauty care company, launched its organic beauty product line in the United States in response to the demand for natural and organic products in the United States. The products include hydrating day cream for a zero-defect mission, organic brightening moisturizing cream to plump up your skin, tone-correcting serum to correct skin texture, organic cleansing foam to clean your delicate skin, and many more.

Cleanser holds a Prominent Share

Organic cleansers use the most potent herbs, clays, and fruit and vegetable extracts to deeply cleanse, heal, and nourish the skin without harsh chemicals. Natural cleansers are proving to be just as effective; some work better than their traditional chemical or synthetic skincare counterparts.

These products are specifically launched for dry, sensitive, acne-prone, aging, oily, or normal skin. Companies are now developing an organic face wash for each type of skin concern, which boosts the sales of facial care products, including cleansers in the market studied.

In September 2022, clinically proven, dermatologically tested brand Derma E launched its vitamin C, hydrating, and anti-wrinkle lines natural face care products at Walmart stores.

US Organic Skin Care Market Competitor Analysis

The United States organic skin care market is highly competitive and comprises regional and international competitors. An advanced distribution network gives an upper edge to the manufacturers to expand their range of products across the country. Moreover, it is crucial for players to continuously innovate to operate and grow in the market due to the rapidly changing consumer demands and preferences. Some of the major players in the market studied are L'Oreal S.A., Johnson & Johnson (Neutrogena), Starflower Essentials Organic Skin Care, and Botanic Organic LLC, among others.

Additional Benefits:

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

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