

Organic Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Organic Personal Care Products Market size is estimated at USD 19.79 billion in 2024, and is expected to reach USD 28.10 billion by 2029, growing at a CAGR of 7.27% during the forecast period (2024-2029).

Growing concerns regarding the side effects of chemicals in personal care products, which lead to ailments such as skin irritation, allergies, and dullness, fuel the demand for organic skincare products. On the other hand, consumers consider organic and natural ingredients safer for human health and the environment. Thus, many personal care product companies are replacing synthetic chemicals with natural and organic ingredients. This trend is driving the demand for natural and organic personal care products. Prolonged use of synthetic cosmetics may cause various health issues, such as irritation, hormonal imbalance, and toxicity. However, cosmetic products made of organic ingredients, such as plant extracts and natural oils, are not harmful to the skin.

This factor has resulted in a shift in preference from synthetic skincare products to organic products among consumers. To capitalize on this growing interest, the manufacturers in the market are revamping and expanding their product offerings by introducing a wide range of organic skincare products. These organic products contain plant-based, clean-label ingredients, with claims such as being "organic", "vegan", "natural", "chemical-free", and "cruelty-free".

Organic Personal Care Market Trends

Growing Influence of Social Media on the Market

The rapid penetration of the internet, combined with the emergence of retail e-commerce websites and social media platforms, has provided a paradigm shift in organic cosmetic product manufacturing and distribution. Market players are embracing social

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media marketing to influence customers and encourage advertisers and marketing practitioners to shift their brand conversations to the digital domain. Social media has become an increasingly important platform for brands to showcase their products. Social media posts can reach a wide range of potential customers across the globe and generate buzz, particularly in the organic personal care industry. Leading brands, such as L'Oreal and Estee Lauder, have turned to Facebook, Instagram, and YouTube to educate consumers about the benefits of using organic personal care products, promote product launches, and engage their consumers with tutorials and promotional campaigns.

Furthermore, consumers opting for organic personal care products tend to consider product reviews and other consumers' opinions in the form of recommendations, user comments on social media, posts from expert bloggers, or celebrity endorsements before making their purchase decision. Thus, the growing influence of social media, coupled with digital technological advancements, is likely to augment the growth of the market over the coming years.

Asia-Pacific is the Fastest-growing Market

Asia-Pacific holds great potential in the organic personal care products market. The market witnessed significant demand due to the rising consumer preference for products that are scientifically proven to be organic and contain natural ingredients. According to global certification bodies like "Cosmos" and "Nature", India has emerged as one of the prominent markets for organic personal care products across Asia. This is due to the awareness among consumers regarding the harmful effects of chemicals and synthetic ingredients (like parabens, phthalates, propylene glycol, and formaldehyde) used in personal care products.

Furthermore, the organic hair oil segment is gaining popularity across Asian countries like India, Japan, and China due to rising haircare concerns, with claims such as anti-dandruff prevention and scalp problems. The growing awareness among consumers about scalp issues reflects a huge need for organic and chemical-free scalp care products. The abovementioned factors, coupled with increasing disposable income, the rising number of women in the workforce, and the aging population, drive the organic hair care products market across the region. For example, according to the National Bureau of Statistics of China, in 2021, the annual per capita disposable income of urban households in China amounted to approximately CNY 47,412, an increase from CNY 39,251 in 2018. Hence, the increased personal hygiene awareness, harsh climatic conditions, and the adverse effects of synthetic personal care products are driving the market studied across the Asia-Pacific region.

Organic Personal Care Industry Overview

The organic personal care products market is highly competitive, with the presence of regional and global players. L'Oreal SA, Beiersdorf AG, and Korres Natural Products SA are some of the key players dominating the market. Major companies are investing heavily in R&D to introduce organically sourced product ranges in the market to address the growing demand from consumers. Product innovation is the most adopted strategy by key players operating in the market, followed by expansions and mergers and acquisitions.

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

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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

5 MARKET SEGMENTATION

5.1 By Type

5.1.1 Hair Care

5.1.2 Skin Care

5.1.3 Lip Care

5.1.4 Deodorant and Antiperspirant

5.1.5 Bath and Shower

5.1.6 Oral Care

5.1.7 Men's Grooming

5.1.8 Other Types

5.2 By Distribution Channel

5.2.1 Hypermarkets/Supermarkets

5.2.2 Specialty Stores

5.2.3 Online Retail Stores

5.2.4 Other Distribution Channels

5.3 By 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

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- 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 and Africa
 - 5.3.5.1 South Africa
 - 5.3.5.2 United Arab Emirates
 - 5.3.5.3 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 L'Oreal SA
 - 6.3.2 Beiersdorf AG
 - 6.3.3 The Estee Lauder Companies Inc.
 - 6.3.4 Korres Natural Products SA
 - 6.3.5 The Good Glamm Group
 - 6.3.6 Groupe Rocher
 - 6.3.7 The Organic Skin Co.
 - 6.3.8 Lea Nature Services S.A.S
 - 6.3.9 L'Occitane Groupe SA
 - 6.3.10 Oriflame Holding AG
 - 6.3.11 Idam Natural Wellness Pvt. Ltd (Bella Vita Organic)
 - 6.3.12 Lotus Herbals Pvt. Ltd

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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