

## **South Africa Cosmetics and Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The South Africa cosmetics and personal care products market size is expected to grow from USD 3.5 billion in 2024 to USD 4.38 billion by 2029, at a CAGR of 4.62% during the forecast period (2024-2029).

#### Key Highlights

-Growing population and rapid urbanization, along with the increase in per capita spending on beauty products, are contributing to the growth of the beauty and personal care market in South Africa. In addition, the increasing availability of affordable skincare products and the increasing working population in the country are also increasing the demand and supporting the skincare market growth.

-For instance, according to Statistics South Africa, in the first quarter of 2022, the number of women in South Africa of working age reached almost 20.2 million, while the number of men of working age reached roughly 19.8 million. This marked a year-on-year change of 1.4% and 1.5% compared to the first quarter of 2021. Furthermore, the improving quality of life, the positive effects of skincare on self-esteem and social interaction, and the gradual consumer shift toward premium and luxury brands are a few factors that are likely to propel the market growth during the forecast period.

-Moreover, a significant increase in the demand for men's grooming products, supported by the preference for multifunctional products, is driving the market's growth. Additionally, increased consumer preference for natural and organic personal care and cosmetics products owing to the consumer's intention to avoid a few ingredients like parabens are likely to propel the growth of organic cosmetic products in the future.

-Responding to a growing need for trusted alternative health solutions, various manufacturers are expanding their portfolios with respective products to cater to the demand. For instance, in April 2021, South African health and wellness company Feel Better Naturally launched their first product in their exclusive African Botanical skincare range. The unisex brand claims that it aims to bring restorative skincare in the way nature intended to all skin types and ages with its growing range.

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-Furthermore, such products are being positioned as high-quality and premium products and attract a wide range of consumers. Due to pollution and hard water conditions, the market is experiencing high demand for anti-aging products, like anti-wrinkle creams, face creams, serums, eye creams, and others. An increasing number of consumers in the market are becoming aware of pollution's impact on the skin. Such factors are expected to drive and support the South African cosmetics and personal care products market growth during the forecast period.

## South Africa Cosmetics & Personal Care Products Market Trends

### Increasing Awareness About the Importance of Skin Care & Personal Care

- There is a growing focus on improving living standards among South African consumers, driven by a surge in skin care and personal care product offerings and a growing urban population in the country. People in urban areas are prone to different pollution which damages the skin due to which people in the country are using skincare products to protect it.
- The market has grown in terms of value sales as a result of the simple accessibility of these skincare products through a variety of sales channels, including specialty shops, pharmacies, and beauty salons, particularly in urban areas. In line with this, the growing urban population has been supporting the trend, leading to an increase in sales. For instance, according to the World Bank, the total urban population in South Africa in 2021 was 28%, which increased from 27% when compared to the previous year.
- Additionally, it is anticipated that there will be significant growth prospects due to the growing emphasis that male consumers are placing on skincare and grooming to improve their physical appearance and take better care of their skin. The grooming trend is aided by increased net spending in each household for skincare products in South Africa. In line with this trend, players in the market are also introducing new products to capture the market demand. For instance, in November 2022, a Local couple launched FACE for Him, a new premium skincare range it claimed was designed for local men looking for simple yet effective skincare. Stuart, the founder of Local Couple, and Camilla Berry claimed that they saw a gap in the market and decided to launch South Africa's first skincare range for men.
- Moreover, social media is spreading more awareness about the importance of skincare and personal care products and aided in gaining more traction, with consumers' inclination toward global fashion and beauty trends. The rising consumer awareness, supported by the surging purchasing power of local consumers, is boosting the demand for skin care products made of natural ingredients. This is giving rise to local manufacturers like Marula offering skin care products through different online platforms like Lulu to reach their customers efficiently. Such developments in the country are expected to augment the overall market growth during the forecast period.

### Increasing Demand for Anti-aging Cosmetics

- The strong desire among individuals to retain a youthful appearance has been a significant factor supporting the South African skincare industry. The country's anti-aging products market is driven by the older generation's increased awareness of these products for the body and skin. Many elderly people use anti-aging cosmetic products to maintain a youthful appearance. In line with this, a significant aged population in the country is further supporting the trend by increasing sales.
- For instance, according to Statistics South Africa, as of 2022, South Africa's population increased to approximately 60.6 million inhabitants. Of these, 5.6 million people are above 60 years of age. Furthermore, anti-aging cosmetics are expected to be adopted due to increased events, seminars, and campaigns about beauty and personal care products. Such factors in the country led to robust demand for anti-aging products that help prevent wrinkles, age spots, dry skin, uneven skin tone, and hair damage, creating room for innovations in the cosmetics industry.

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- In line with this demand, many players are interested in catering to the demand for these products by establishing their presence in the country. For instance, in December 2022, Drunk Elephant, a brand that offers various skin care products, including products that support anti-aging functions, debuted in the South African market via an authorized distributor. Drunk Elephant claims that it is committed to creating effective, cruelty-free, and vegan skincare products. Moreover, numerous cross-over products with multi-functional properties have emerged under the natural beauty trend. These offer the dual functionality of makeup as well as wrinkle care to help people protect their natural skin. Such products are expected to gain popularity during the forecast period.

## South Africa Cosmetics & Personal Care Products Industry Overview

The South African cosmetics and personal care market is competitive, with a strong presence of regional and global players in the market, where demand is mainly driven by more adaptation toward skincare routines and consumer awareness about brand know-how. The key players are embarking on merger and acquisition and product innovation as their key strategies to achieve consolidation and optimize offerings.

Moreover, these players merge with local players and distributors to dominate local markets. Brand value plays a major role in driving the sales of cosmetic products, as consumers develop an affinity toward cosmetic brands and beauty products. The South African cosmetics and personal care products market is dominated by Unilever, Beiersdorf AG, Natura & Co, The Estee Lauder Companies Inc., and L'Oreal SA. Unilever continues to lead the market with new product launches and aggressive expansion strategies.

### Additional Benefits:

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

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