

Australia Skincare Product Market Report and Forecast 2024-2032

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Report description:

Australia Skincare Product Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Australia skincare product market reached a value of USD 1.24 billion in 2023. Aided by the rising awareness of skin health and the increasing demand for natural and organic products, the market is projected to further grow at a CAGR of 3.1% between 2024 and 2032 to reach a value of USD 1.63 billion by 2032. Skincare in Australia is not just a regimen; it's a holistic approach towards achieving and maintaining healthy skin. With the country's unique climate and environmental conditions, Australians face specific skincare challenges, driving the demand for products that offer protection, hydration, and rejuvenation. The market has responded with an array of innovations, ranging from sun protection formulations to anti-aging solutions, catering to a diverse consumer base with varied skin types and concerns. The Australia skincare product market growth is fuelled by several key factors. Firstly, there's an increasing inclination towards natural and organic ingredients, reflecting a broader global trend towards sustainability and health consciousness. Australian consumers are becoming more discerning about the products they use, favouring those with clean labels, eco-friendly packaging, and transparent sourcing practices.

Secondly, Australia's harsh environmental conditions, including high levels of UV radiation and pollution, necessitate specialised skincare solutions. This has led to a surge in demand for sunscreens, moisturisers with SPF, and products containing antioxidants that protect the skin from environmental damage.

Additionally, the digital revolution has influenced the Australia skincare product market outlook. Social media and influencer marketing have significantly influenced consumer behaviour, with beauty bloggers and skincare experts shaping trends and driving awareness of new products and brands. E-commerce platforms have also made it easier for consumers to access a wide range of products, including international brands and niche, artisanal offerings.

The skincare product market in Australia is set for a continued growth, characterised by innovation, growth, and the potential to redefine skincare standards both domestically and globally. As consumers continue to prioritise skin health and sustainability, and as the market responds with agile solutions and strategic expansions, the future looks promising. The next five years will be pivotal, not just in terms of market size and value, but in the evolution of skincare as an integral part of wellness and self-care.

Market Segmentation

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The market can be divided based on type, product, gender, price category, and distribution channel.

Market Breakup by Type

- Facial Care
- Body Care
- Others

Market Breakup by Product

- Face Creams and Moisturisers
- Cleansers and Face Wash
- Face Masks and Packs
- Sunscreen
- Body Creams and Moisturisers
- Body Wash
- Others

Market Breakup by Gender

- Men
- Women
- Unisex

Market Breakup by Price Category

- Premium
- Mass

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Cosmetic Stores
- Online Stores
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Australia skincare product market. Some of the major players explored in the report by Expert Market Research are as follows:

- Procter & Gamble Company
- Unilever plc
- L'Oreal SA
- Johnson & Johnson Services, Inc.
- Beiersdorf AG
- Estee Lauder Companies Inc.
- Shiseido Co. Ltd.
- KAO Corp.
- L'Occitane International S.A.
- Clarins S.A.
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 Asia Pacific Skincare Product Market Overview
 - 8.1 Key Industry Highlights
 - 8.2 Asia Pacific Skincare Product Historical Market (2018-2023)
 - 8.3 Asia Pacific Skincare Product Market Forecast (2024-2032)
 - 8.4 Asia Pacific Skincare Product Market breakup by Country
 - 8.4.1 China
 - 8.4.2 Japan
 - 8.4.3 India
 - 8.4.4 ASEAN
 - 8.4.5 Australia
 - 8.4.6 Others
- 9 Australia Skincare Product Market Overview
 - 9.1 Key Industry Highlights
 - 9.2 Australia Skincare Product Historical Market (2018-2023)
 - 9.3 Australia Skincare Product Market Forecast (2024-2032)
- 10 Australia Skincare Product Market by Type
 - 10.1 Facial Care
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 Body Care
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.3 Others
- 11 Australia Skincare Product Market by Product

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- 11.1 Face Creams and Moisturisers
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
- 11.2 Cleansers and Face Wash
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
- 11.3 Face Masks and Packs
 - 11.3.1 Historical Trend (2018-2023)
 - 11.3.2 Forecast Trend (2024-2032)
- 11.4 Sunscreen
 - 11.4.1 Historical Trend (2018-2023)
 - 11.4.2 Forecast Trend (2024-2032)
- 11.5 Body Creams and Moisturisers
 - 11.5.1 Historical Trend (2018-2023)
 - 11.5.2 Forecast Trend (2024-2032)
- 11.6 Body Wash
 - 11.6.1 Historical Trend (2018-2023)
 - 11.6.2 Forecast Trend (2024-2032)
- 11.7 Others
- 12 Australia Skincare Product Market by Gender
 - 12.1 Men
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Women
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Unisex
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
- 13 Australia Skincare Product Market by Price Category
 - 13.1 Premium
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 Mass
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
- 14 Australia Skincare Product Market by Distribution Channel
 - 14.1 Supermarkets and Hypermarkets
 - 14.1.1 Historical Trend (2018-2023)
 - 14.1.2 Forecast Trend (2024-2032)
 - 14.2 Convenience Stores
 - 14.2.1 Historical Trend (2018-2023)
 - 14.2.2 Forecast Trend (2024-2032)
 - 14.3 Cosmetic Stores
 - 14.3.1 Historical Trend (2018-2023)
 - 14.3.2 Forecast Trend (2024-2032)
 - 14.4 Online Stores

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- 14.4.1 Historical Trend (2018-2023)
 - 14.4.2 Forecast Trend (2024-2032)
- 14.5 Others
- 15 Market Dynamics
 - 15.1 SWOT Analysis
 - 15.1.1 Strengths
 - 15.1.2 Weaknesses
 - 15.1.3 Opportunities
 - 15.1.4 Threats
 - 15.2 Porter's Five Forces Analysis
 - 15.2.1 Supplier's Power
 - 15.2.2 Buyer's Power
 - 15.2.3 Threat of New Entrants
 - 15.2.4 Degree of Rivalry
 - 15.2.5 Threat of Substitutes
 - 15.3 Key Indicators for Demand
 - 15.4 Key Indicators for Price
- 16 Trade Data Analysis (HS Code - 3304)
 - 16.1 Major Importing Countries
 - 16.1.1 By Volume
 - 16.1.2 By Value
 - 16.2 Major Exporting Countries
 - 16.2.1 By Volume
 - 16.2.2 By Value
- 17 Competitive Landscape
 - 17.1 Market Structure
 - 17.2 Company Profiles
 - 17.2.1 Procter & Gamble Company
 - 17.2.1.1 Company Overview
 - 17.2.1.2 Product Portfolio
 - 17.2.1.3 Demographic Reach and Achievements
 - 17.2.1.4 Certifications
 - 17.2.2 Unilever plc
 - 17.2.2.1 Company Overview
 - 17.2.2.2 Product Portfolio
 - 17.2.2.3 Demographic Reach and Achievements
 - 17.2.2.4 Certifications
 - 17.2.3 L'Oreal SA
 - 17.2.3.1 Company Overview
 - 17.2.3.2 Product Portfolio
 - 17.2.3.3 Demographic Reach and Achievements
 - 17.2.3.4 Certifications
 - 17.2.4 Johnson & Johnson Services, Inc.
 - 17.2.4.1 Company Overview
 - 17.2.4.2 Product Portfolio
 - 17.2.4.3 Demographic Reach and Achievements
 - 17.2.4.4 Certifications

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- 17.2.5 Beiersdorf AG
 - 17.2.5.1 Company Overview
 - 17.2.5.2 Product Portfolio
 - 17.2.5.3 Demographic Reach and Achievements
 - 17.2.5.4 Certifications
- 17.2.6 Estee Lauder Companies Inc.
 - 17.2.6.1 Company Overview
 - 17.2.6.2 Product Portfolio
 - 17.2.6.3 Demographic Reach and Achievements
 - 17.2.6.4 Certifications
- 17.2.7 Shiseido Co. Ltd.
 - 17.2.7.1 Company Overview
 - 17.2.7.2 Product Portfolio
 - 17.2.7.3 Demographic Reach and Achievements
 - 17.2.7.4 Certifications
- 17.2.8 KAO Corp.
 - 17.2.8.1 Company Overview
 - 17.2.8.2 Product Portfolio
 - 17.2.8.3 Demographic Reach and Achievements
 - 17.2.8.4 Certifications
- 17.2.9 L'Occitane International S.A.
 - 17.2.9.1 Company Overview
 - 17.2.9.2 Product Portfolio
 - 17.2.9.3 Demographic Reach and Achievements
 - 17.2.9.4 Certifications
- 17.2.10 Clarins S.A.
 - 17.2.10.1 Company Overview
 - 17.2.10.2 Product Portfolio
 - 17.2.10.3 Demographic Reach and Achievements
 - 17.2.10.4 Certifications
- 17.2.11 Others
- 18 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Asia Pacific Skincare Product Market: Key Industry Highlights, 2018 and 2032
2. Australia Skincare Product Market: Key Industry Highlights, 2018 and 2032
3. Australia Skincare Product Historical Market: Breakup by Type (USD Billion), 2018-2023
4. Australia Skincare Product Market Forecast: Breakup by Type (USD Billion), 2024-2032
5. Australia Skincare Product Historical Market: Breakup by Product (USD Billion), 2018-2023
6. Australia Skincare Product Market Forecast: Breakup by Product (USD Billion), 2024-2032
7. Australia Skincare Product Historical Market: Breakup by Gender (USD Billion), 2018-2023
8. Australia Skincare Product Market Forecast: Breakup by Gender (USD Billion), 2024-2032
9. Australia Skincare Product Historical Market: Breakup by Price Category (USD Billion), 2018-2023
10. Australia Skincare Product Market Forecast: Breakup by Price Category (USD Billion), 2024-2032
11. Australia Skincare Product Historical Market: Breakup by Distribution Channel (USD Billion), 2018-2023
12. Australia Skincare Product Market Forecast: Breakup by Distribution Channel (USD Billion), 2024-2032
13. Major Importing Countries by Volume

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14. Major Exporting Countries by Volume
15. Major Importing Countries by Value
16. Major Exporting Countries by Value
17. Australia Skincare Product Market Structure

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