

## **Personal Care Contract Manufacturing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Personal Care Contract Manufacturing Market size is estimated at USD 24.81 billion in 2025, and is expected to reach USD 36.26 billion by 2030, at a CAGR of 7.88% during the forecast period (2025-2030).

#### **Key Highlights**

- As consumers increasingly prioritize quality of life and recognize the positive impact of beauty and personal care on self-esteem and social connections, the market is poised for growth. The consistent consumer inclination toward premium and luxury cosmetic products further fuels this expansion.
- In recent years, the personal care industry has witnessed a surge in the popularity of contract manufacturers. This boom can be attributed to the emergence of new brands and formulations, evolving purchasing behaviors, and the influential role of social media.
- Contract manufacturers are carving out a pivotal role in the personal care industry. The industry's rapid growth can be linked to the influx of new brands and formulations, evolving consumer behaviors, and the burgeoning influence of social media. Capitalizing on these shifts, contract manufacturers have thrived, especially with the rising trend of private brands. They offer their clients the advantage of local production in regions where they need their facilities.
- The recent success of numerous indie businesses has elevated the role of contract manufacturers in the supply chain. Many start-ups, leveraging their expertise in brand marketing, have turned to these manufacturers for formulation development. This collaboration has reshaped the value chain and shifted ingredient selection from traditional personal care markets directly to contract manufacturers.
- As the demand for organic components develops, consumers across the industry lean toward organic skincare products, which is anticipated to drive market growth. According to an analysis by Akums, one of Asia's key contract manufacturing companies, ingredient transparency is becoming increasingly vital in the personal care contract manufacturing market. Consumers are more

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aware of the possible health dangers of common compounds in unique care products, such as sulfates. Several contract manufacturing companies are innovating products that are more sustainable.

- High investment costs and low returns impede the market's growth. High production and marketing expenses for high-quality items, as well as fierce competition among manufacturers for specialized product categories, are some of the key impediments to market expansion.

- Although factors such as high investment expenditures and poor returns may restrain market growth, factors such as increasing online penetration of cosmetics and personal care products are expected to bolster market growth.

## Personal Care Contract Manufacturing Market Trends

### Millennials Drive Surge in Skincare Demand, Shaping Market Trends

- Driven by factors like the desire to delay aging signs, heightened awareness of skincare routines, and social media's sway, millennials are increasingly turning to skincare products. This rising demand fuels market growth and bolsters the manufacturing of skincare products.

- As millennials hone in on skincare, there is a pronounced shift toward specialized formulations tailored to their unique preferences. With a strong emphasis on sustainability and clean beauty, millennials gravitate toward products featuring organic and natural ingredients. Skincare contract manufacturers are ramping up their research and development efforts.

- The allure of organic ingredients in skincare is surging, owing to the appeal of natural and eco-friendly formulations. Collaborating closely with brands, contract manufacturers develop products that resonate with this organic trend, underscoring the millennial demand for natural beauty solutions.

- Digital platforms and social media play a pivotal role in shaping millennial preferences, especially with the rising promotion of clean beauty. This digital exposure not only informs but also influences their purchasing choices. Owing to the surging demand for skincare products and the increasing R&D focus on organic formulations, the market is expected to record significant growth.

- Recent trends show a surge in skincare spending across all age groups. As a result, manufacturers are increasingly turning to contract manufacturers. Highlighting this trend, a 2023 report from Happi Magazine noted that in the United States, face cleansers raked in USD 1,848.6 million, leading the face skincare category, trailed by facial moisturizers, anti-aging products, and acne treatments.

- With skincare gaining popularity among all genders, manufacturers are feeling the pressure to produce tailored products. This demand prompts a notable shift from in-house production to contract manufacturing, allowing scalability and cost reduction.

### North America to Hold a Major Market Share

- North America, encompassing the United States and Canada, is witnessing a surge in consumer demand for personalized and distinctive personal care products. Contract manufacturers' flexible formulation and packaging options empower brands to cater to these evolving preferences. The market is set to expand, driven by the ability to customize bespoke products, including organic, natural, and eco-friendly formulations.

- The personal care and cosmetics industries are witnessing unprecedented demand. As consumers grow increasingly discerning about their product choices, they shift from chemical-based to pure, natural, and organic ingredients. With heightened awareness of the benefits, especially among working professionals, the production of make-up and color cosmetics is set to rise. This trend is further underscored by significant players like P&G and Unilever, who are outsourcing mass production to focus on pioneering new products, thereby fueling the growth of the market.

- As the population ages and the demand for hair care products rises, the market is poised for growth. Men increasingly prioritize

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personal grooming, leading to heightened usage of personal care products. This trend bodes well for contract manufacturers crafting innovative skincare solutions, especially with advanced ingredients like peptides, retinol, and antioxidants.

- With rapid technological shifts and evolving consumer preferences, personal care contract manufacturers must prioritize research and development. Staying competitive hinges on product formulations, active ingredients, and delivery systems innovations. Those investing in R&D are expected to secure a competitive advantage.
- In Canada, the heightened emphasis on health and wellness drives demand for personal care products that promote well-being. This trend presents a lucrative opportunity for contract manufacturers focusing on niche areas, such as natural skincare, vegan formulations, and products enriched with functional ingredients.
- North America's personal care contract manufacturing market is set for significant expansion. Key drivers shaping this trajectory include the rising appetite for natural and organic products, the imperative of regulatory compliance, the allure of customization and product innovation, the twin pillars of cost efficiency and scalability, a commitment to sustainability, strategic collaborations, and partnerships, the wave of digital transformation, and an overarching focus on health and wellness trends.

## Personal Care Contract Manufacturing Industry Overview

The personal care contract manufacturing market is fragmented, with major global and regional players struggling for market share. Personal care contract manufacturing companies include McBride PLC, Albea Services SAS, Colep Consumer Products, PLZ Corp, and Voyant Beauty. Renowned corporations are pursuing mergers and acquisitions to strengthen their market dominance. Renowned corporations constantly seek to expand their local manufacturing facilities and market presence. Also, global companies are forming strategic partnerships to extend their foothold in the market.

### Additional Benefits:

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

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