

## **Bangladesh Skin Care Products Market Report and Forecast 2025-2034**

Market Report | 2025-06-30 | 124 pages | EMR Inc.

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### **Report description:**

The Bangladesh skin care products market size reached approximately USD 1.68 Billion in 2024. The market is estimated to grow at a CAGR of 5.10% in the forecast period of 2025-2034, reaching a value of around USD 2.76 Billion by 2034.

### Key Trends in the Market

Skin care products encompass products that nourish, moisturise, protect, replenish, and improve the texture and complexion of the skin. These products also address skin concerns such as acne, dryness, oiliness, uneven skin tone, and increased sensitivity, among others.

- The growing demand for organic and natural skin care products that are devoid of any harmful ingredients such as parabens and sulphates is one of the crucial Bangladesh skin care products market trends. Consumers are gradually shifting towards organic skin care to avoid any detrimental effects of synthetic products on their skin.
- Several brands are providing halal-certified skin care products that are free of pork and alcohol-based ingredients, among others, to appeal to the Muslim community and environmentally conscious individuals in the country.
- With the rising focus on sustainability, many brands in Bangladesh are incorporating environmentally friendly packaging solutions in their skin care products, which further provides impetus to the Bangladesh skin care products market growth.
- The growing influence of beauty bloggers and social media influencers that offer product recommendations and share their skin care routine is expected to aid the market in the forecast period.

### Market Segmentation

The EMR's report titled "Bangladesh Skin Care Products Market Report and Forecast 2025-2034" offers a detailed analysis of the

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market based on the following segments:

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 Ingredient:

- Natural
- Chemical

Market Breakup by Price Category:

- Premium
- Mass

Market Breakup by Gender:

- Men
- Women
- Unisex

Market Breakup by Distribution Channel:

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

Market Share by Product

Face creams and moisturisers occupy a significant portion of the Bangladesh skin care products market share as they are an integral part of the basic skin care regime. These products provide hydration, keep the skin vibrant, prevent acne, and reduce early signs of ageing such as wrinkles, fine lines, and crowfeet, which makes them a holy grail of skin care. With the surge in

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animal welfare awareness among Bangladeshi consumers, market players are incorporating vegan or plant-based ingredients in their product lines.

#### Market Share by Distribution Channel

As per the Bangladesh skin care products market analysis, supermarkets and hypermarkets account for a substantial share of the market owing to the availability of a wide range of skin care brands in these stores. These distribution channels offer attractive offers, discounts, and sales, which makes them an attractive option for consumers. The convenience of easy commute and accessibility to Bangladeshi consumers is also instrumental in the growth of this segment. Similarly, online channels are expected to witness lucrative growth in the forecast period due to the ease of shopping and lower product prices.

#### Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in Bangladesh skin care products market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

#### Unilever PLC

Unilever PLC is a packaged goods company that was founded in 1929 and has its headquarters in London, the United Kingdom. The company includes a comprehensive range of product brands such as Ben and Jerry's, Domestos, Dove, Knorr, and Lifebuoy, among others.

#### Revlon, Inc.

Revlon, Inc., incorporated in 1932, is a major cosmetics and skin care company, based in New York, the United States. The company provides animal cruelty-free products that have undergone safety assessments by experts.

#### Johnson & Johnson Private Limited

Johnson & Johnson Private Limited, established in 1886, is a provider of pharmaceutical, medical, and consumer health products. The company, headquartered in New Jersey, the United States, provides its products under the brand names of Kenvue, Janssen, and Vision Care, among others.

Other Bangladesh skin care products market players include Beiersdorf AG, L'Oreal SA, Galderma laboratories, L.P., Procter & Gamble Company, Bioaqua International Inc., Lanbena Skin care Inc., and Natura &Co., among others.

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