

## **United States Beauty And Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

United States Beauty And Personal Care Products Market Analysis

The United States beauty and personal care products market size is estimated to be USD 130.25 billion in 2025 and is forecast to reach USD 154.35 billion by 2030, advancing at a 3.45% CAGR. The market's growth is fueled by several key factors, including increasing consumer awareness about personal grooming and hygiene, the rising influence of social media platforms and beauty influencers, and the growing preference for natural, organic, and sustainable products. Consumers are increasingly seeking products that align with their values, such as cruelty-free and eco-friendly options, which has prompted manufacturers to innovate and expand their product portfolios. Technological advancements in product formulations, such as anti-aging solutions and multifunctional products, are also driving demand. Additionally, the expansion of e-commerce platforms has significantly enhanced product accessibility, offering consumers a convenient shopping experience and a wide variety of choices. The rise of direct-to-consumer (DTC) brands and subscription-based models has further reshaped the market dynamics, providing personalized solutions and fostering brand loyalty. The premium segment within the beauty and personal care market is witnessing notable growth, driven by higher disposable incomes and a willingness among consumers to invest in high-quality products.

United States Beauty And Personal Care Products Market Trends and Insights

Innovation in Product Formulations and Ingredients

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Innovation in product formulations and ingredients is a significant driver in the US beauty and personal care products market. Companies are increasingly focusing on developing products with unique formulations to cater to evolving consumer preferences. For instance, the demand for clean beauty products has led to the incorporation of natural and organic ingredients, such as aloe vera, shea butter, and essential oils, in skincare and haircare products. Additionally, brands are leveraging advanced technologies to create multifunctional products, such as moisturizers with SPF or foundations infused with skincare benefits. The rise of vegan and cruelty-free products has also prompted manufacturers to replace animal-derived ingredients with plant-based alternatives, such as squalane derived from sugarcane. These innovations not only address consumer demand for sustainable and ethical products but also help brands differentiate themselves in a competitive market.

#### Increasing Male Grooming Product Consumption

The increasing consumption of male grooming products is a significant driver of the United States beauty and personal care market. Over the years, there has been a noticeable shift in consumer behavior, with men becoming more conscious of their grooming routines. This growth is fueled by the rising demand for skincare, haircare, and beard grooming products among men. Among these, shampoos have emerged as a key factor in men's grooming, driven by the growing focus on hair health and hygiene. As per ITC Trade Map, the U.S. saw its shampoo imports surge from USD 357.5 million in 2021 to USD 482.9 million in 2024, highlighting the increasing demand for such products. Additionally, the increasing influence of social media and celebrity endorsements has played a pivotal role in shaping male grooming trends. The availability of a wide range of products tailored specifically for men, coupled with growing awareness about personal hygiene and appearance, continues to drive this segment within the market.

#### Competition from Counterfeit Products

The market faces significant restraint due to the increasing prevalence of counterfeit products. These counterfeit goods not only undermine the revenue of legitimate manufacturers but also pose potential health risks to consumers. For instance, fake cosmetics, such as lipsticks and foundations, often contain harmful chemicals like lead and arsenic, which can cause severe skin reactions or long-term health issues. Additionally, counterfeit perfumes frequently use substandard ingredients, leading to poor quality and potential allergic reactions. The rise of e-commerce platforms has further exacerbated this issue, as counterfeiters exploit online marketplaces to distribute fake products under the guise of reputable brands. This challenge not only erodes consumer trust but also compels companies to invest heavily in anti-counterfeiting measures, such as advanced packaging technologies and authentication systems, to safeguard their brand integrity. Addressing this issue remains critical for the sustained growth of the United States' beauty and personal care products market.

Other drivers and restraints analyzed in the detailed report include:

Increased Personal Care Spending / Growing Aging Population / Environmental Concerns About Packaging Waste /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

In 2024, personal care items dominated the United States beauty and personal care products market, holding an 82.48% share. This dominance was driven by their everyday necessity and appeal across diverse demographics, making them an essential component of consumers' daily routines. Products such as skincare, haircare, and hygiene-related items contributed significantly to this segment's performance. The increasing focus on health and wellness, coupled with the rising demand for natural and organic personal care products, has further fueled the growth of this segment. Additionally, advancements in product formulations, such as the inclusion of active ingredients and multifunctional benefits, have enhanced consumer interest. The

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sub-segment is set to grow at a 4.23% CAGR, continuing through 2030, supported by increasing consumer awareness of personal grooming and hygiene, as well as the introduction of innovative and sustainable product offerings by key players in the market.

Cosmetic and makeup products also play a vital role in the United States' beauty and personal care products market. These products cater to a wide range of consumer preferences, including foundations, lipsticks, eyeliners, and other makeup essentials. The segment benefits from rising trends in self-expression, social media influence, and the growing demand for premium and organic cosmetic products. While not as dominant as personal care items, the cosmetic/makeup segment continues to exhibit steady growth, driven by evolving beauty standards and increasing disposable incomes.

In 2024, mass offerings dominated the United States beauty and personal care products market, capturing 70.41% of total sales. This significant share highlights the widespread consumer preference for affordable and accessible products. Mass labels continue to cater to a broad audience by offering a variety of options that meet basic beauty and personal care needs at competitive price points. These products are often distributed through multiple retail channels, including supermarkets, drugstores, and online platforms, ensuring their availability to a diverse consumer base. The affordability and convenience of mass offerings make them a staple choice for consumers seeking value-driven solutions without compromising on essential functionality.

However, premium offerings are gaining traction, exhibiting a faster CAGR of 4.83%. This growth reflects a shift in consumer behavior, with individuals increasingly willing to trade up for products that promise proven efficacy and enhanced sensory experiences. Premium products often feature high-quality ingredients, advanced formulations, and sophisticated packaging, appealing to consumers who prioritize luxury and performance. Additionally, the rise of wellness trends and the growing focus on self-care have further fueled demand for premium beauty and personal care products. These offerings are frequently marketed through exclusive channels, such as specialty stores and high-end e-commerce platforms, targeting a more discerning and affluent customer segment.

The United States Beauty and Personal Care Products Market Report is Segmented by Product Type (Personal Care Products, and Cosmetics/Make-up Products), Category (Premium Products, and Mass Products), Ingredient Type (Natural and Organic, and Conventional/Synthetic), and Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, Online Retail Stores, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

L'Oreal S.A. / The Estee Lauder Companies Inc. / Procter & Gamble Company / Unilever PLC / Shiseido Company, Limited / Beiersdorf AG / Kenvue Inc. / Coty Inc. / Colgate-Palmolive Company / Revlon Inc. / Natura & co Holding SA. / E.l.f. Beauty Inc. / Edgewell Personal Care Company / Mary Kay Inc. / The Clorox Company / Glossier Inc. / Kendo Holdings, Inc. / Prose Beauty Inc. / Mammoth Brands Inc. / RARE BEAUTY BRANDS, INC. /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

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