

## **Australia Beauty And Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

Australia Beauty And Personal Care Products Market Analysis

The Australian beauty and personal care products market is expected to grow from USD 6.07 billion in 2025 to USD 6.41 billion in 2026 and is forecast to reach USD 8.44 billion by 2031 at 5.65% CAGR over 2026-2031. This growth is driven by increasing disposable incomes, a growing aging population seeking anti-aging solutions, and the recovery of tourism, which boosts interest in region-specific products. Consumers are now prioritizing premium formulations, sustainable packaging, and ethically sourced products, although many still prefer affordable mass-market brands. Regulatory oversight by the Australian Competition and Consumer Commission (ACCC) is helping to reduce misleading claims and counterfeit products, enhancing consumer trust and benefiting companies that comply with these standards. By product type, personal care products dominate the market, but cosmetics are gaining momentum. In terms of category, premium products are growing rapidly, challenging the dominance of mass-market options. Organic products are also gaining popularity, gradually competing with conventional offerings. The distribution landscape is evolving as digital platforms drive the shift toward omnichannel retailing. The market remains moderately fragmented, with no single company holding a dominant share, ensuring healthy competition and opportunities for innovation.

Australia Beauty And Personal Care Products Market Trends and Insights

Increasing demand for anti-aging products

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Australia's anti-aging products demand is growing, driven by an aging population with higher disposable incomes. In 2023, Australian women spent up to AUD 3,600 a year on beauty products, averaging about AUD 300 per month, showing a strong focus on anti-aging and skincare. Consumers are buying advanced serums, peptide complexes, and at-home devices that offer clinic-like results. For example, L'Oreal's Revitalift Filler Hyaluronic Mask, sold across the country, appeals to those who prefer non-invasive options. Awareness campaigns about ingredients like retinol, glycolic acid, and hyaluronic acid are encouraging their use in daily routines. This is supported by Australia's high spending power and awareness of sun protection. People aged 55 and older make up 26% of the population in cities and 34% in other areas, showing a key group of potential buyers for anti-aging products, according to the Australian Bureau of Statistics 2024. This reflects a strong demand for anti-aging products and treatments.

#### Rising interest in men's personal care

Australia's men's personal care market is growing steadily as more men take an active interest in grooming and self-care. This market has expanded beyond basic shaving products to include advanced options for skin, hair, and fragrances. Changing social attitudes and workplace expectations have made grooming routines more acceptable and even encouraged, leading men to adopt more comprehensive personal care habits. Hair loss and thinning are among the top concerns for men, with 43% of Australians affected as of May 2024, as per Kerastase in 2024. Furthermore, 40.8% of Australian men are expected to experience baldness by 2025, as per the World Population Review, 2025. This has created a strong demand for specialized haircare and scalp treatments designed specifically for men. In response, brands are developing products that cater to men's unique needs, such as multipurpose solutions that save time and effort. To appeal to traditional male consumers, these products are often packaged in a way that emphasizes masculinity, ensuring they resonate with their target audience.

#### Growth of counterfeit products

The rise of counterfeit products is becoming a major issue in Australia's beauty and personal care market. Many unauthorized sellers are using online platforms to sell fake products, which often contain harmful substances like mercury or lead. These counterfeit goods not only harm consumer trust but also take away revenue from genuine brands. For example, in 2023, the Australian Competition and Consumer Commission (ACCC) removed over 50 fake cosmetic products from online marketplaces. In 2024, a legal dispute arose when Charlotte Tilbury sued MCoBeauty for trademark infringement, claiming similarities between their "Flawless Glow" product and Tilbury's "Hollywood Flawless Filter." This case highlights the challenges brands face in distinguishing between affordable alternatives and counterfeit items. To address this issue, legitimate brands are focusing on measures like serialization, tamper-proof packaging, and educating consumers about identifying authentic products.

Other drivers and restraints analyzed in the detailed report include:

Demand for region-specific products driven by tourism  
Impact of social media and digital technology  
Increasing adoption of do-it-yourself (DIY) approaches and minimalist trends

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

#### Segment Analysis

In 2025, personal care products made up 85.32% of the Australian beauty and personal care market, showing that consumers prioritize essential items like hair care, skincare, and oral hygiene. These products are part of daily routines, driven by growing awareness of health, hygiene, and overall wellness. To cater to this demand, manufacturers are offering convenient options such as bundled products, subscription services, and multi-purpose items. This focus on practicality and reliability ensures that personal care remains the largest and most stable segment in the market, reflecting its importance in consumers' everyday lives.

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On the other hand, the cosmetics segment is expected to grow at a faster rate, with a projected CAGR of 5.79% from 2026 to 2031. This growth is fueled by factors such as social media influence, increasing interest in premium-quality products, and the desire for professional-grade results at home. Younger, tech-savvy consumers are drawn to innovative launches in makeup and color cosmetics, which often emphasize personalization and high-quality formulations. As a result, the cosmetics segment is becoming a dynamic and rapidly expanding part of the Australian beauty and personal care market, appealing to consumers who enjoy experimenting with new products and trends.

In 2025, mass-market products led the Australian beauty and personal care market, contributing to 71.98% of total sales. This dominance is largely due to their affordability and widespread availability in supermarkets and pharmacies, which cater to the everyday needs of a broad consumer base. These products are popular for their practicality, offering reliable solutions at accessible price points. Frequent discounts and promotions further drive their appeal, ensuring consistent demand. As a result, mass-market products remain a cornerstone of the industry, meeting the needs of cost-conscious and convenience-driven shoppers.

On the other hand, the premium segment is expected to grow at a faster rate, with a projected CAGR of 6.32% through 2031. This growth is fueled by increasing disposable incomes and a growing preference for high-quality, luxurious products. Consumers are drawn to premium offerings for their advanced formulations, exclusive ingredients, and superior performance. Additionally, the rise of e-commerce and boutique stores has made premium products more accessible, allowing brands to target customers seeking personalized and aspirational beauty experiences. This shift highlights the evolving preferences of consumers who are willing to invest in products that align with their lifestyle and values.

The Australia Beauty and Personal Care Products Market Report is Segmented by Product Type (Personal Care Products and Cosmetics Products), Category (Mass and Premium), Nature (Organic and Conventional), and Distribution Channel (Supermarkets/Hypermarkets, Online Retail Channels, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

L'Oreal S.A. Unilever PLC Procter & Gamble Co. Colgate-Palmolive Co. Kenvue Inc. The Estee Lauder Companies Inc. Beiersdorf AG Henkel AG & Co. KGaA Shiseido Company, Ltd. LVMH Moët Hennessy Kao Corporation The Body Shop Co Chanel SA Grants of Australia L'OCCITANE Group Clarins Australia Pty Ltd. MooGoo Galderma S.A. Aesop Australia Natio Pty Ltd.

Additional Benefits:

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

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