

Vegan Cosmetics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Vegan Cosmetics Market Analysis

The global vegan cosmetics market size in 2026 is estimated at USD 5.75 billion, growing from 2025 value of USD 5.04 billion with 2031 projections showing USD 11.13 billion, growing at 14.12% CAGR over 2026-2031. The market growth is driven by increasing consumer awareness of natural, chemical-free products and environmental sustainability. Vegan cosmetics exclude animal-derived ingredients, including beeswax, collagen, gelatin, milk, and others. Millennials and Gen Z consumers are the primary market drivers, showing a preference for products that avoid chemical-based ingredients and animal testing. In response, major cosmetic manufacturers are expanding their vegan product lines through new launches and acquisitions, while incorporating natural and organic ingredients to align with clean beauty preferences. The market is expected to maintain its growth trajectory, driven by increasing consumer awareness and favorable regulatory frameworks that support sustainable practices.

Global Vegan Cosmetics Market Trends and Insights

Rising Demand for Cruelty-Free Products

Consumer preferences in the vegan cosmetics market are evolving beyond ingredient selection to encompass the entire product development process. A Global Cosmetics Industry survey for 2025 indicates that 37% of consumers will prioritize "no animal testing" in their skincare product purchases, while 41% emphasize natural ingredients. In response to this consumer shift, major

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companies like Unilever are collaborating with European regulatory authorities to eliminate animal testing practices. The certification process for vegan cosmetics, managed by organizations such as BeVeg, implements rigorous verification procedures, including ingredient analysis, factory inspections, and testing validation. This market evolution is furthered by the use of ed by new product launches, such as singer SZA's Not Beauty vegan lip collection in April 2025, featuring three signature shades. The combination of increasing consumer demand, strict certification requirements, corporate commitments to sustainable practices, and celebrity-driven product launches continues to drive the expansion of the vegan cosmetics market.

Celebrity Endorsements and Influencer Marketing Power The Vegan Cosmetic Revolution

Celebrity-launched vegan cosmetics brands are transforming the market by accelerating consumer adoption and establishing a strong presence. The industry is witnessing an increase in consumer expectations for celebrities to demonstrate a genuine commitment to vegan principles, making transparent ingredient sourcing and formulation essential for maintaining brand credibility. Generation Z consumers have a significant influence on the vegan cosmetics market, as evidenced by their emphasis on peer recommendations and word-of-mouth validation. Moreover, a 2024 University of Portsmouth survey found that 60% of consumers trusted influencer recommendations, with nearly half of all purchasing decisions being influenced by these endorsements . The market continues to expand, driven by celebrity endorsements, the ethical product preferences of Generation Z, and growing environmental awareness among consumers.

Stringent Regulations and Compliance Challenges

The regulatory environment for vegan cosmetics presents market entry challenges, especially for small brands. Regional compliance requirements, such as the European Union's Regulation (EC) No 1223/2009, establish specific guidelines for cosmetic safety assessment, ingredient limitations, and labeling . The absence of universal standards for "vegan" cosmetics results in market fragmentation, as brands must obtain multiple certifications for international distribution. The rise in misleading environmental claims has led to stricter requirements for transparency in sustainability reporting and marketing, which in turn affects market expansion. These complex and evolving regulations increase operational costs and delay product launches, discouraging new entrants from investing in the sector.

Other drivers and restraints analyzed in the detailed report include:

Sustainability Trends Gaining Traction
Innovative Botanical Ingredients Boost the Market Demand
High Production Costs Limit Market Accessibility and Growth

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

Segment Analysis

Facial cosmetics dominate the market, accounting for a 35.05% share in 2025, as consumers increasingly opt for vegan alternatives due to their skin health benefits. The segment maintains its leading position because consumers typically start their vegan beauty journey with facial products, which has led companies to focus their product development in this category. In March 2024, Ilia introduced the New Blurring Complexion Stick. This emphasis on facial products enables companies to showcase the effectiveness of their products and establish consumer confidence in vegan formulations.

The lip and nail makeup segments are projected to grow at a 16.22% CAGR from 2026 to 2031, driven by advancements in vegan pigment technology. The growing trend of clean beauty and natural ingredients has driven up consumer demand for vegan lip and nail products. These technological developments have improved performance qualities and widened the color selection of vegan lip and nail products, making them comparable to conventional cosmetic formulations.

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The Vegan Cosmetics Market Report is Segmented by Product Type (Facial Cosmetics, Eye Cosmetic Products and Lip and Nail Make Up Products), Category (Premium Products and Mass Products), Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, and More), and Geography (North America, Europe, Asia-Pacific, South America and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Europe holds the largest regional market share at 41.10% in 2025, supported by strict regulations and high consumer awareness of ethical consumption. The European Union's Regulation establishes comprehensive standards for cosmetic safety assessment and prohibits animal testing, thereby creating a regulatory environment that is favorable to vegan formulations. Germany and the United Kingdom serve as innovation centers within the European market, where consumers demonstrate strong awareness of ingredient sourcing and sustainability metrics. Unilever PLC's commitment to eliminating animal testing in Europe further strengthens the region's market position.

Asia-Pacific exhibits the highest growth potential with a 21.05% CAGR from 2026-2031, driven by increasing disposable income, environmental awareness, and digital commerce adoption. Japan and Australia lead the regional adoption of vegan cosmetics, with Japanese consumers prioritizing the skin health benefits of plant-based formulations. In April 2024, a German beauty brand entered the Southeast Asian market by launching a new range of vegan makeup products.

North America maintains steady growth as a mature market, characterized by high consumer awareness and a strong direct-to-consumer brand ecosystem. The United States market benefits from an established vegan consumer base and advanced manufacturing capabilities. Gen Z consumers drive market expansion, with 61% prioritizing their appearance and spending an average of USD 84 on health and beauty products per quarter, according to a 2024 survey by the Global Cosmetics Industry. This demographic shift prompts established companies to develop vegan product lines and reformulate existing offerings.

List of Companies Covered in this Report:

L'Oreal S.A. Unilever PLC e.l.f. Beauty, Inc. Coty Inc. Groupe Rocher Estee Lauder Companies Amorepacific Corporation Pacifica Beauty, LLC MuLondon Beauty Without Cruelty Gabriel Cosmetics, Inc. Milani Cosmetics Tarte Cosmetics Aurea Group Aveda Corporation Urban Decay Weleda AG PHB Ethical Beauty Seed Beauty Topsy Beauty

Additional Benefits:

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

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