



**Euromonitor
International**

The World Market for Beauty and Personal Care

September 2026

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Global beauty climbs upward, with fragrances and mass segments growing rapidly

The US and China anchor global value in 2026, while emerging markets lead growth

Asia Pacific remains largest region in beauty while fragrances grow in every region

Celebrity, social influence fuel fragrance growth in Asia Pacific and Middle East & Africa

COMPANIES AND PRODUCTS

Fragrances and dermocosmetics serve as bright spots for leading beauty companies

Accessible pricing, viral brands and focus on skin health propel growth in beauty

L'Oréal Groupe gained share over 2020-2025, despite increasing fragmentation

Benefit-led innovation powers skin care growth across premiumisation stages

Fragrances transitions to sustainability faster than other beauty categories

L'Oréal Groupe extends lead as dermocosmetics and affordability fuel growth in beauty

CHANNELS

Health and beauty specialists lead retail, while e-commerce gains ground

US and China lead beauty e-commerce as TikTok Shop disrupts and C-Beauty scales up

FUTURE OUTLOOK

Sun care surges in emerging markets, led by India, while the UAE fuels premium beauty

Skin care growth shifts to emerging markets in Asia Pacific and Latin America

Emerging markets of Southeast Asia fuels Asia Pacific's growth to 2030

Rising incomes and digital adoption are fuelling Asia Pacific's fragrance boom

Unmet beauty demand concentrates in Middle East and Africa and Asia

Fragrances leads global growth as India scales and mature markets premiumise

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