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Organic Personal Care Market Report 2021 Covering Size, Share, Trends, Growth, Revenue, and Forecast 2021 to 2028

The global [organic personal care market](#) size was valued at US\$ 15 billion in 2020 and predicted to hit US\$ 34 billion by 2030, anticipated to register growth at a CAGR of 10.4% from 2021 to 2030.

Organic personal care products are no longer limited to the corners of a retail store. They are shining brightly in the minds of the consumers and are making inroads across numerous regions. These products are extensively becoming the choice of the hour for many beauty freaks. Organic personal care products can be defined as products that are void of pesticides and other harmful chemicals such as phthalates, parabens, aluminum salts, petrochemicals, and others. These chemicals are extremely harmful to human and animal health.

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The beauty and personal care industry is evolving at a rapid pace. The changing perception of the consumers toward varied products has led to an increase in the growth of the organic personal care products market. The Gen-Z and the millennial category prefer organic personal care products, especially skincare products over traditional or synthetic personal care products. More than 50 percent of the young population aged between 18 and 29 years choose organic skincare products over chemical-based skincare products. Thus, these statistics reveal the increasing prominence of organic personal care products across the global populace.

Growth Factors

Increasing demand for cosmetics and skin and hair care coupled with rising need for environment- and animal-friendly products is expected to drive the growth. Rising R&D expenditure to introduce improved plant and animal extracts into various products is expected to further promote the product demand. Furthermore, stringent regulations promoting the use of organic materials in skin care industry are likely to propel market growth.

The market includes a wide variety of products for the protection of hair, skin, and oral health, along with cosmetics, oils, body sprays, perfumes, and masculine and feminine hygiene product among others. Technological innovations aimed at development of cost-effective product lines by companies such as Aveda Corporation, The Body Shop, Estée Lauder, and Amway, are expected to remain key drivers for market growth over the forecast period.

Growing awareness regarding various benefits of organic products as compared to their synthetic counterparts has resulted in an upsurge in their demand over the last few years. Organic products are derived from natural resources and are free from harmful chemicals. This has prompted manufacturers to introduce new products and to focus on research and development. As a result, the organic and natural personal care market has become a major part of cosmetics and wellness sector over the past few years. This trend is expected to continue over the forecast period.

Growing demand has resulted in an increase in the availability of these products across various distribution channels such as supermarkets, malls, and drugstores. In addition, a rise of online market where consumers can access a wide range of products from any part of the world has been a primary reason for increase in the level of accessibility and is expected to remain a key contributing factor for growth. E-commerce channels give consumers the opportunity to gain access to products that would otherwise not be available in their local stores and malls, which has made them especially popular in emerging markets.

Growing popularity is the key factor driving demand for natural products. Growth of distribution channels in urban areas has made these products easily accessible to consumers. As these products reflect the growing aspirations of consumers for better hygiene, health, and beauty in modern times, their adoption has exhibited significant growth. Oral care and other niche products are expected to slowly grow in prominence with the help of

R&D efforts by various manufacturers.

Consumers these days are willing to pay high prices for premium products. Customers prefer more expensive organic products, especially in countries such as the U.S., China, Japan, and India. This is due to organic products promoted as being inherently better in comparison to conventional synthetic products. However, there has been a shift in consumer behavior in the recent past, owing to the sluggish economy, wherein consumers are keen to purchase products at discounted prices.

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Ethical Consumerism to Play a Larger Role in the Growth of the Organic Personal Care Products Market

Ethical consumerism is the practice of purchasing services and products that help in reducing environmental or social damage while avoiding services and products that are harmful to the environment. Mindful consumption in personal care is increasing at a rapid rate over the years. This aspect is proving to be a great source of growth for the organic personal care products market.

As people are becoming aware of the harmful effects of the chemicals on the environment and the body, they are switching to organic personal care products at a swift rate. Thus, these aspects bode well for the growth of the organic personal care products market.

Organic Personal Care Products for Pets Gaining Considerable Traction

Organic personal care products are not only gaining traction among humans but also across pets. The personal care industry has penetrated extensively in the pet care sector. Pets are also prone to the side effects caused by chemical-infused shampoos and other body care products. To reduce these effects, organic personal care products serve as a feasible alternative. Using essential oil blends instead of harmful chemicals in pet personal care products not only reduces the impact of harmful chemicals but also incorporates the benefits of aromatherapy. These factors bring exponential

growth for the organic personal care products market.

New entrants in organic personal care products are focusing on pet personal care products. The rising pet ownership levels across many regions and the increasing awareness about the benefits of organic personal care products for pets among a considerable chunk of the populace bring immense growth opportunities.

Petveda, an Indian startup founded in 2019 is a classic example of new entrants and their increasing influence across the organic personal care products market. Petveda manufactures varied personal care products for pets such as shampoo, hair spray, conditioners, and others with organic ingredients. It also claims to be the first Indian brand to introduce natural grooming products without any traces of paraben. Similar developments will trigger the growth of the organic personal care products market substantially.

Popularity of Cruelty-Free Products to Add Extra Stars of Growth

The beauty industry is subject to huge criticism over the years due to the 'animal-cruelty' aspect. Beauty products are tested on animals to check whether the products are harmful to humans or not. This is a harmful practice and the awareness about the harms has generated great support for buying cruelty-free products.

Organic personal care products do not contain any harmful chemicals and hence, testing on animals is not required. As organic personal care products come under the ambit of cruelty-free products, sales are expected to skyrocket exponentially. These aspects will have a profound impact on the growth of the organic personal care products market.

Rising Cases of Allergies to Improve the Growth Prospects across the Organic Personal Care Products Market

The cases of allergies caused due to the use of personal care products with certain chemicals are increasing swiftly. To decrease the exposure of chemicals on the skin and prevent allergies, many individuals prefer organic personal care products. As organic personal care products do not contain any harmful chemicals, people having allergies choose these products, eventually increasing the revenue of the players in the organic personal care products

market.

Product Insights

On the basis of product, the Skin care segment held the leading market share of over 34% in terms of revenue in 2020. Exponentially rising skin concerns and anti-aging pursuit is a major driving force, which in turn influences consumer preference and demand positively. Rising awareness regarding natural ingredients for providing UV protection is expected to fuel product demand over the forecast period.

Organic ingredients are incorporated in cosmetic products including lipsticks, nail polishes, fragrances, and bronzing powders. Growing consumption of these products in China, Brazil, and India in light of increasing population of working class women is expected to promote the growth.

In addition, increasingly changing lifestyles in various economies and rising demand for sun and skin care products due to changing climatic conditions, is expected to positively impact the growth. A shift in preference toward organic and natural beauty products, particularly in European and North American countries, is expected to foster market growth. Furthermore, rising demand for organic, herbal, and natural beauty products has created growth opportunities for manufacturers to innovate and develop new products in accordance with consumer preferences.

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Regional Insights

North America was the leading segment in 2018 and is expected to continue its dominance over the forecast period. Increasing consumption in Mexico on account of rising awareness regarding positive effects of natural ingredients such as turmeric and neem is expected to have a positive impact on the market. Favorable regulatory support in Mexico to facilitate new investments at domestic level is expected to open new avenues over the forecast period.

Cosmetics industry has witnessed an exponential rise over the past years. Skin care is the largest category. Both women and men use products such as

moisturizing lotions, fairness creams, anti-aging creams, and sun protection creams and lotions, on a daily basis. Organic skin care products have been showing the highest penetration across all the regions; however, these products are gaining significant popularity in Asia Pacific.

Key Players

Some of the key manufacturers present in the industry include Aveda Corporation; Burt's Bees; The Estée Lauder Companies Inc.; The Hain Celestial Group; Amway Corporation; Bare Escentuals Beauty, Inc.; Arbonne International LLC; Neutrogena Corporation; The Body Shop International PLC; and Yves Rocher SA.

Market Segmentation

By Type

- Skin Care
- Hair Care
- Oral care
- Cosmetic
- Others

By Region

- Europe
- North America
- Asia Pacific
- Rest of the World

This report focuses on organic personal care market includes crucial information on market share, market size, and growth rate for the forecast period 2021 to 2030 at the global level, regional level and company level. From a global perspective, this report represents overall organic personal care market size by analyzing historical data and future prospect. The study highlights deep analysis on the major drivers of the market, restraints, and challenges to help the business owners, suppliers, and marketing personnel in planning effective strategies for the forecast period. This will help the business and manufacturers to lead the market and gain prominent position

in future. The report also presents vital information through graphical representation on factors like table, charts, and statistics. The study includes drivers and restraints of the global organic personal care market.

The research not only conducts forecasts in terms of value, but also evaluates the market on the basis of essential parameters, such as Year-on-Year (Y-o-Y) growth. This helps providers to recognize the future opportunities as well predictability of the market.

In order to understand and assess opportunities in this market, the report is categorically divided into five key sections on the basis of segments. The report analyzes the global market in terms of value (US\$ dollars) and volume (Million Units).

The research report includes specific segments by region (country), by company, by all segments. This study provides information about the growth and revenue during the historic and forecasted period of 2017 to 2030. Every segment is further sub-segmented into several sub-segmented that are deeply analyzed by experts to offer valuable information to the buyers and market players. Understanding the segments helps in identifying the importance of different factors that aid the market growth.

Major Key Points Covered in Report:

Executive Summary: It includes key trends of the organic personal care market related to products, applications, and other crucial factors. It also provides analysis of the competitive landscape and CAGR and market size of the organic personal care market based on production and revenue.

Production and Consumption by Region: It covers all regional markets to which the research study relates. Prices and key players in addition to production and consumption in each regional market are discussed.

Key Players: Here, the report throws light on financial ratios, pricing structure, production cost, gross profit, sales volume, revenue, and gross margin of leading and prominent companies competing in the Organic personal care market.

Market Segments: This part of the report discusses about product, application

and other segments of the organic personal care market based on market share, CAGR, market size, and various other factors.

Research Methodology: This section discusses about the research methodology and approach used to prepare the report. It covers data triangulation, market breakdown, market size estimation, and research design and/or programs.

Regional Analysis

The research report includes a detailed study of regions of North America, Europe, China, Japan and Rest of the World. The report has been curated after observing and studying various factors that determine regional growth such as economic, environmental, social, technological, and political status of the particular region. Analysts have studied the data of revenue and manufacturers of each region. This section analyses region-wise revenue and volume for the forecast period of 2017 to 2030. These analyses will help the reader to understand the potential worth of investment in a particular region.

The report provides in-depth segment analysis of the global organic personal care market, thereby providing valuable insights at macro as well as micro levels. Analysis of major countries, which hold growth opportunities or account for significant share has also been included as part of geographic analysis of the organic personal care market.

The report includes country-wise and region-wise market size for the period 2017-2030. It also includes market size and forecast by segments in terms of production capacity, price and revenue for the period 2017-2030.

In this study, the years considered to estimate the market size of organic personal care are as follows:

- History Year: 2017-2020
- Base Year: 2020
- Forecast Year 2021 to 2030

Competitive Landscape

This section of the report identifies various key manufacturers of the market.

It helps the reader understand the strategies and collaborations that players are focusing on combat competition in the market. The comprehensive report provides a significant microscopic look at the market. The reader can identify the footprints of the manufacturers by knowing about the global revenue of manufacturers, the global price of manufacturers, and sales by manufacturers during the forecast period of 2017 to 2019.

The analysts have provided a comprehensive analysis of the competitive landscape of the global organic personal care market with the company market structure and market share analysis of the top players. The innovative trends and developments, mergers and acquisitions, product portfolio, and new product innovation expected to provide a dashboard view of the market, ultimately providing the readers accurate measure of the current market developments, business strategies, and key financials.

Major manufacturers & their revenues, percentage splits, market shares, growth rates and breakdowns of the product markets are determined through secondary sources and verified through the primary sources.

Top-down and bottom-up approaches are used to estimate and validate the global market size for company, regional division, product type and application (end users) and other segments.

- Company Overview
- Company Market Share/Positioning Analysis
- Product Offerings
- Financial Performance
- Recent Initiatives
- Key Strategies Adopted by Players
- Vendor Landscape
- List of Suppliers
- List of Buyers

Research Methodology

The research methodology adopted by analysts for compiling the global organic personal care market report is based on detailed primary as well as secondary research. With the help of in-depth insights of the market-affiliated information that is obtained and legitimated by market-admissible resources, analysts have offered riveting observations and authentic forecasts

for the global market.

During the primary research phase, analysts interviewed market stakeholders, investors, brand managers, vice presidents, and sales and marketing managers. Based on data obtained through interviews of genuine resources, analysts have emphasized the changing scenario of the global market.

For secondary research, analysts scrutinized numerous annual report publications, white papers, market association publications, and company websites to obtain the necessary understanding of the global organic personal care market.

The study objectives of this report are:

- To analyze and study the global market capacity, production, value, consumption, status (2017-2021) and forecast (2021-2030);
- Focuses on the key manufacturers, to study the capacity, production, value, market share and development plans in future.
- Comprehensive company profiles covering the product offerings, key financial information, recent developments, SWOT analysis, and strategies employed by the major market players
- To define, describe and forecast the market by type, application and region.
- To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.
- To identify significant trends and factors driving or inhibiting the market growth.
- To analyze the opportunities in the market for stakeholders by identifying the high growth segments.
- To strategically analyze each submarket with respect to individual growth trend and their contribution to the market
- To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market
- To strategically profile the key players and comprehensively analyze their growth strategies.

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