

Report Information

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Makeup Remover Market Research Report - Forecast till 2032

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Description:

Global Makeup Remover Market Overview

Makeup Remover Market Size was valued at USD 1.8 Billion in 2022. The Makeup Remover Market industry is projected to grow from USD 1.9 Billion in 2023 to USD 3.5 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 7.89% during the forecast period (2023 - 2032). Increasing demand for natural and organic products and increasing customer understanding about the materials used in beauty products are the key market drivers enhancing the market growth.

Makeup Remover Market

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Makeup Remover Market Trends

- **The growing demand for natural and organic products drives market growth.**

The rising demand for natural and organic goods is driving the market CAGR for makeup remover. The demand for natural and organic goods is causing the makeup remover market to grow quickly. Customers are becoming more aware of the potentially negative consequences of synthetic chemicals contained in many traditional makeup removers, and they are looking for natural and organic alternatives. Natural and organic makeup removers are derived from plants and do not contain harsh chemicals or synthetic fragrances.

They are gentle on the skin and a healthier alternative to standard makeup removers. Using natural and organic makeup removers has environmental benefits in addition to health benefits. Many traditional makeup removers contain chemicals that are potentially detrimental to the environment, and the manufacturing of these items can also be harmful to the environment. The growing demand for natural and organic makeup removers is driving industry innovation, with companies producing new solutions to fulfill consumer demands.

In addition, consumers are becoming more concerned with personal cleanliness and grooming, and they are willing to pay in products that will help them achieve their desired appearance. For many people, makeup remover is a vital element of their daily grooming practice. With the rise of the personal grooming and self-care movement, the demand for makeup removers has skyrocketed. Customers want solutions that remove makeup effectively while still being gentle on their skin. As the personal grooming and self-care trend has grown, so has the number of customers who use makeup on a daily basis. since a result, the need for makeup removers has increased, since people need to remove their makeup at the end of the day.

Furthermore, because of the harsh nature of the chemicals used in manycosmetics, physicians recommend starting a thorough skincare routine with proper makeup removal. Makeup removers not only clean the skin but also moisturize it and restore its natural properties, hence preventing potential skin issues. As a result, prominent manufacturers are working on producing natural makeup removers with little chemical content, such as micellar water. This will drive market expansion in the next years.

Makeup Remover Market Segment Insights

Makeup Remover Type Insights

The Makeup Remover Market segmentation, based on type includes liquid, foam and gel. Because of the benefits of micellar water, liquid category is expected to be the fastest-growing market in the next years. Micellar water is noted for effectively removing oil, makeup, and grime from the face and does not require a separate rinse after application. This product, unlike many other chemical and alcohol-based cleansers, leaves the skin supple and nourished. Furthermore, micellar water is gaining popularity because it functions as a skin toner and is highly convenient to use in locations where water is scarce.

Makeup Remover Category Insights

The Makeup Remover Market segmentation, based on category, includes organic and conventional. the organic segment has the biggest market share. As customers become more cognizant of the ingredients used in their beauty

products, there has been an increase in demand for natural and organic makeup removers in recent years. To accommodate this demand, many firms have released natural and organic makeup removers, indicating that this market is becoming more important.

## Makeup Remover Distribution channel Insights

The Makeup Remover Market segmentation, based on distribution channel, includes store-based and non-store-based. In 2022, the store-based held the highest market share. Because of the increased demand for cosmetic products, the physical presence of brands and specialty stores worldwide is likely to boost the selling of cosmetic items through offline channels. To expand product penetration and improve offline sales, firms are creating kiosks in public locations and forming agreements with salons. This is expected to push the makeup remover market from 2022 to 2032.

**Figure1: Makeup Remover Market, by Distribution channel, 2022 & 2032(USD Billion)**

**Makeup Remover Market, by Distribution channel, 2022 & 2032**

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

## Makeup Remover Regional Insights

By region, the study provides the market insights into North America, Europe, Asia-Pacific and Rest of the World. The North American Makeup Remover Market area will dominate this market, increased disposable income, combined with an increase in awareness of various makeup removal techniques, is likely to drive the market in this region. Additionally, the growing number of working women is another driver driving product demand in North America throughout the projection period.

Further, the major countries studied in the market report are The US, Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

**Figure2: MAKEUP REMOVER MARKET SHARE BY REGION 2022 (USD Billion)**

**MAKEUP REMOVER MARKET SHARE BY REGION 2022**

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

Europe Makeup Remover Market accounts for the second-largest market share due to its enormous population and great consumer demand for cosmetics. Further, the German Makeup Remover Market held the largest market share, and the UK Makeup Remover Market was the fastest growing market in the European region.

The Asia-Pacific Makeup Remover Market is expected to grow at the fastest CAGR from 2023 to 2032. This is due to rapid urbanization, rising population, and increased awareness of various skincare products are propelling the market in this area. Moreover, China's Makeup Remover Market held the largest market share, and the Indian Makeup Remover Market was the fastest growing market in the Asia-Pacific region.

## Makeup Remover Key Market Players & Competitive Insights

Leading market players are investing heavily in R&D to expand their product lines, which will help the Makeup Remover Market, grow even more. Market participants are also undertaking a variety of strategic activities to expand their footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, Makeup Remover indUstry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics Used by manufacturers in the Makeup Remover indUstry to benefit clients and increase the market sector. In recent years, the Makeup Remover indUstry has offered some of the most significant advantages to medicine. Major players in the Makeup Remover Market, including Beiersdorf AG (GERMANY), Johnson & Johnson (US) AVON Products Inc. (UK), The Procter & Gamble Company (US), and others, are attempting to increase market demand by investing in R&D operations.

Located in Clichy, Hauts-de-Seine, L'Oréal S.A. is a French cosmetics and personal care company with a registered office in Paris. It is the biggest cosmetics firm in the world and has grown its business by concentrating on hair care, skin care, sun protection, make-up, and fragrance. Early in the 20th century, a young French chemist named Eugène Paul Louis Schueller (1881–1957) created Oréale hair colour. Schueller developed and manufactured his own goods, which he subsequently sold to Parisian stylists. Schueller established the Société Française de Teintures Inoffensives pour Cheveux (Safe Hair Dye Company of France). In December 2021, L'Oréal announced the acquisition of the vegan skincare business Youth to the People.

Revlon, Inc. is an American multinational corporation that manufactures cosmetics, skin care, fragrance, and personal care products. Revlon's headquarters were established in New York City on March 1, 1932, and it is still there today. Charles and Joseph Revson, as well as chemist Charles Lachman, founded Revlon. Revlon products are offered in more than 150 countries, and the firm has offices in Mexico City, London, Paris, Hong Kong, Indonesia, Sydney, Singapore, and Tokyo. On March 1, 1932, in the middle of the Great Depression, Jewish American brothers Charles Revson and Joseph Revson, along with a chemist, Charles Lachman, donated the "L" in the Revlon name, created Revlon in New York City. In 2019, Revlon has released its One-Step Hair Dryer and Volumizer. Since its inception, this product has been quite popular, and it has been acclaimed for its ability to dry and style hair swiftly and simply.

## Key Companies in the Makeup Remover market include

- Kimberly-Clark
- Corporation (US)
- L'oréal S.A. (France)
- Bobbi Brown Professional Cosmetics Inc. (US)
- Revlon Inc. (US)
- Unilever (Uk)

- Bare Escentuals Inc. (US)
- Beiersdorf Ag (Germany)
- Johnson & Johnson (US)
- Avon Products Inc. (UK)
- The Procter & Gamble Company (US)
- Lvmh Moet Hennessy (France)
- The Estée Lauder Companies Inc. (US)
- Pandg (US)

#### Makeup Remover Industry Developments

**In August 2020**, Lotus Herbals, a cosmetics company, has announced the acquisition of Vedicare Ayurveda, an organic skincare and beauty enterprise. Following the acquisition, the company is now marketing its products under the SoulTree brand, which offers certified organic and ayurvedic beauty products.

**In January 2020**, MARA Beauty launched Algae Enzyme cleansing oil in the skincare area, containing moringa, chia, and squalene oils, as well as fruit enzymes such as papaya, pumpkin, grapefruit, and pineapple.

**In March 2019**, Organic Harvest, a beauty and cosmetics company, launched organic micellar water with aloe vera ingredients. The product is certified organic and vegan.

#### Makeup Remover Market Segmentation

##### Makeup Remover Market By Type Outlook

- Liquid
- Foam
- Gel

##### Makeup Remover Market By Category Outlook

- Organic
- Conventional

##### Makeup Remover Market By Distribution Channel Outlook

- Store-Based
- Non-Store-Based

##### Makeup Remover Regional Outlook

- North America
  - US
  - Canada
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Spain
  - Rest of Europe
- Asia-Pacific

- China
- Japan
- India
- Australia
- South Korea
- Australia
- Rest of Asia-Pacific

- Rest of the World
  - Middle East
  - Africa
  - Latin America

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