

Global Clean Beauty Market: Analysis
By Product Type (Skin Care, Hair
Care, Cosmetics, Fragrances, and
Others), By Distribution Channel
(Speciality Stores, Hypermarkets &
Supermarkets, Online, and Others),
By Region Size And Trends With
Impact Of COVID-19 And Forecast
up to 2028

February 2023



Global Clean Beauty Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

Global Clean Beauty Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Clean Beauty Market: Analysis By Product Type (Skin Care, Hair Care, Cosmetics, Fragrances, and Others), By Distribution Channel (Speciality Stores, Hypermarkets & Supermarkets, Online, and Others), By Region Size And Trends With Impact Of COVID-19 And Forecast up to 2028
Coverage	Global and Regional
Regional Coverage	Asia Pacific (China, India, Japan, South Korea, and Rest of the Asia Pacific), Europe (Germany, France, UK, Spain, Italy, and Rest of Europe), North America (The US, Mexico, and Canada), and Rest of World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Fragmented
Key Players	Estée Lauder Companies Inc., e.l.f. Beauty, Inc., The Honest Company, Inc., LVMH (Sephora), Natura & Co (Avon Products, Inc.), Credo Beauty, Orveon (BareMinerals), Beautycounter, Ilia Beauty, Ere Perez, RMS Beauty, and NakedPoppy

Global Clean Beauty Market: Coverage

Executive Summary

Clean beauty means that the product is non-toxic, free of harmful ingredients, and has all the ingredients mentioned in the labeling. Consumers are paying close attention to the ingredients in products, which is driving strong demand for clean beauty products. Over the past couple of years consumers have spent more time focusing on skincare versus makeup which has driven increased awareness of ingredients in products. The global clean beauty market was valued at US\$7.22 billion in 2022. The market value is expected to reach US\$14.36 billion by 2028, growing at a CAGR of 12.13% over the projected period of 2023-2028.

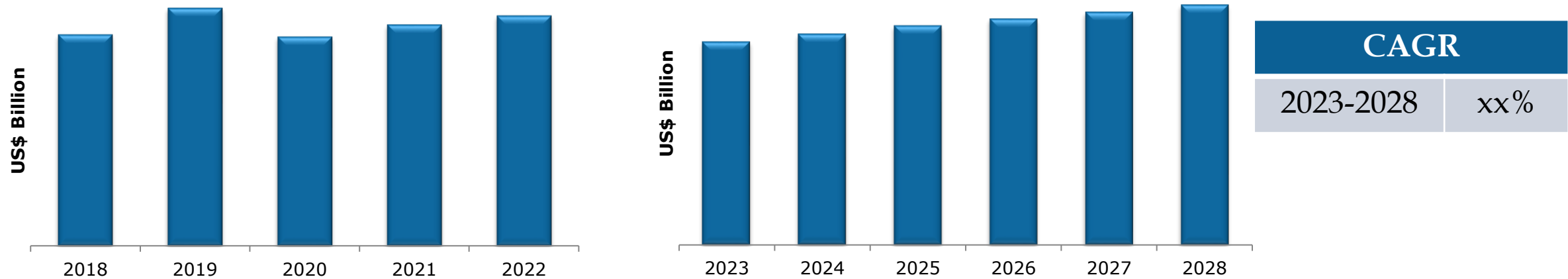
The global clean beauty market can be bifurcated based on the product type (Skin Care, Hair Care, Cosmetics, Fragrances, and Others), and distribution channel (Speciality Stores, Hypermarkets & Supermarkets, Online, and Others). Skincare held the major share of the market, whereas online distribution channel is expected to be the fastest-growing segment in the forthcoming years. Asia Pacific held the major share of the market in 2022.

The COVID-19 pandemic has led to negative growth rates in the initial period, as there was a supply chain disruption that affected the production of clean beauty products. In the later period, people became more aware of clean beauty. When the people's routines were put on hold, consumers started evaluating their lifestyle choices. The typical consumer began reading the fine print of the products they use, only to realize the damage such products have been causing. Thus, owing to the increased level of awareness among consumers, the clean beauty market faced positive growth in the year 2021. In the post-COVID era, the e-commerce of clean beauty products is expected to increase significantly.

The global clean beauty market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2023-2028), the market would further augment at an escalating growth rate. The global clean beauty market growth is predicted to be supported by numerous growth drivers such as surging gen Z and the millennial population, increasing social media users and digital ad spending, increasing consumer awareness, growing e-commerce, increasing disposable income, favorable government regulations and initiatives, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as the absence of a regulatory body or industry-wide standards, threats from counterfeit beauty products, etc. Moreover, the market growth would succeed in various market trends like the growing integration of AR, VR, and AI in the beauty industry, product personalization, rising demand for eco-friendly products, search engine marketing, brand collaboration/ partnership, etc.

Clean Beauty Market: Global Analysis

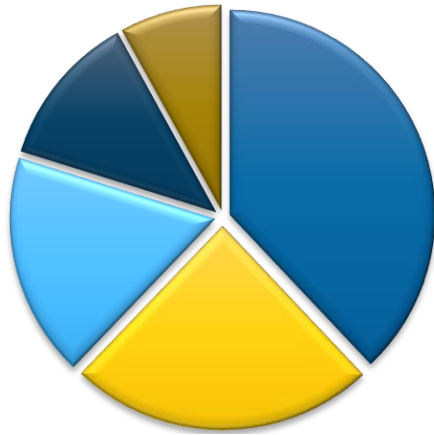
Global Clean Beauty Market by Value



Global clean beauty market was valued at US\$... billion in 2022 and is anticipated to reach up to US\$... billion by 2028 from US\$... billion in 2023, with a CAGR of xx%.

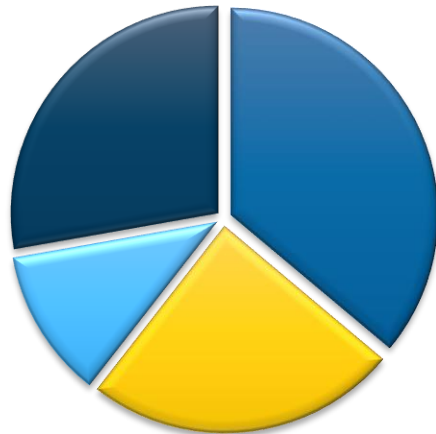
Clean Beauty Market: Global Analysis

Global Clean Beauty Market by Product Type; 2022



Product Type	Share
Skin Care	xx%
Hair Care	xx%
Cosmetics	xx%
Fragrances	xx%
Others	xx%

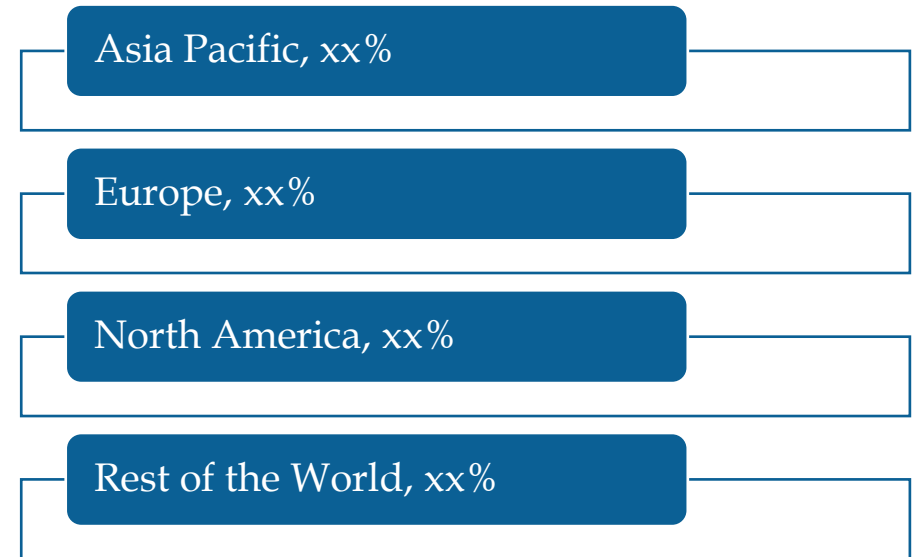
Global Clean Beauty Market by Distribution Channel; 2022



Distribution Channel	Share
Speciality Stores	xx%
Hypermarkets & Supermarkets	xx%
Online	xx%
Others	xx%

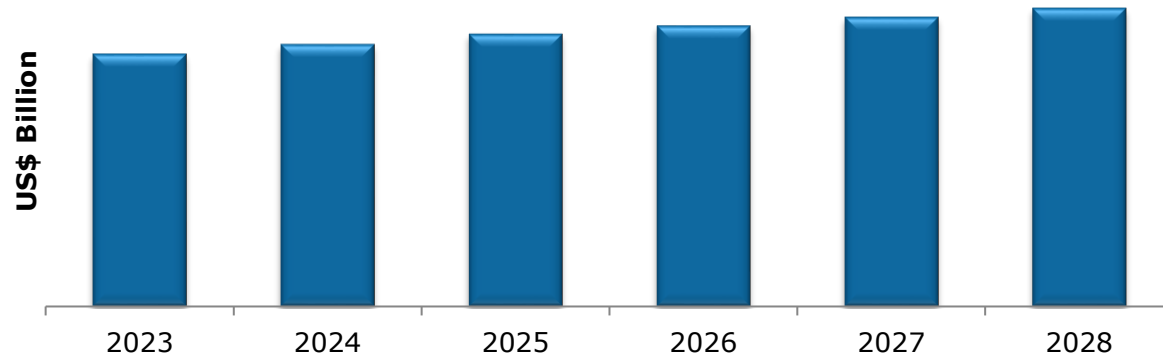
Clean Beauty Market: Global Analysis

Global Clean Beauty Market by Region; 2022

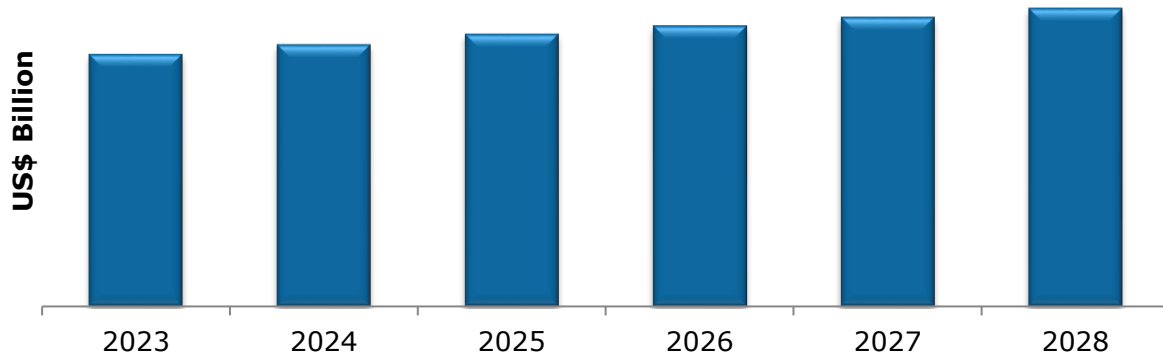


Clean Beauty Market: Product Type Analysis

Global Skin Care Clean Beauty Market by Value



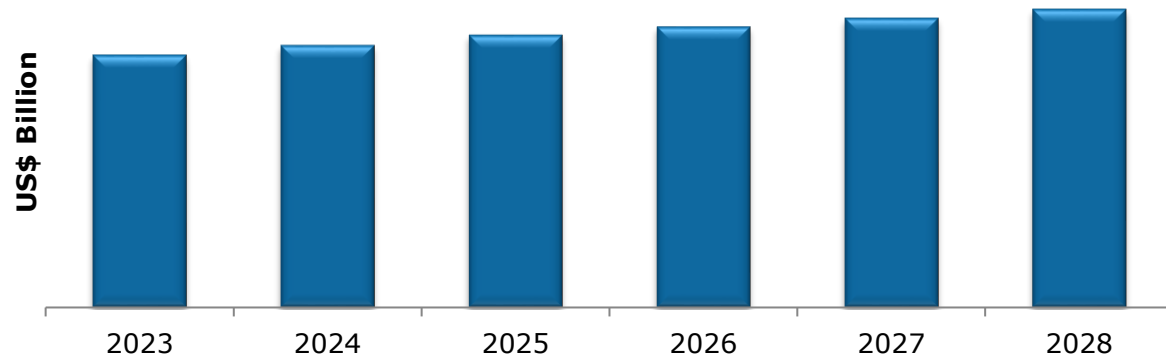
Global Hair Care Clean Beauty Market by Value



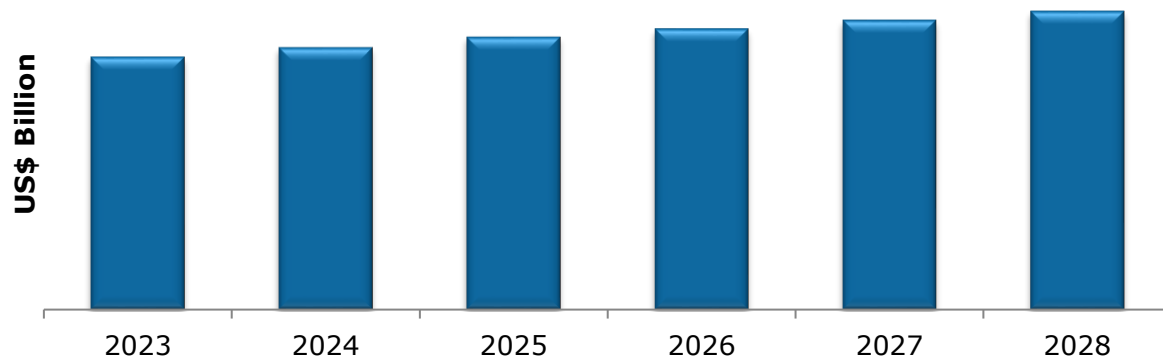
Product Type	CAGR (2023-2028)
Skin Care	xx%
Hair Care	xx%
Cosmetics	xx%
Fragrances	xx%
Others	xx%

Clean Beauty Market: Distribution Channel Analysis

Global Speciality Stores Clean Beauty Market by Value



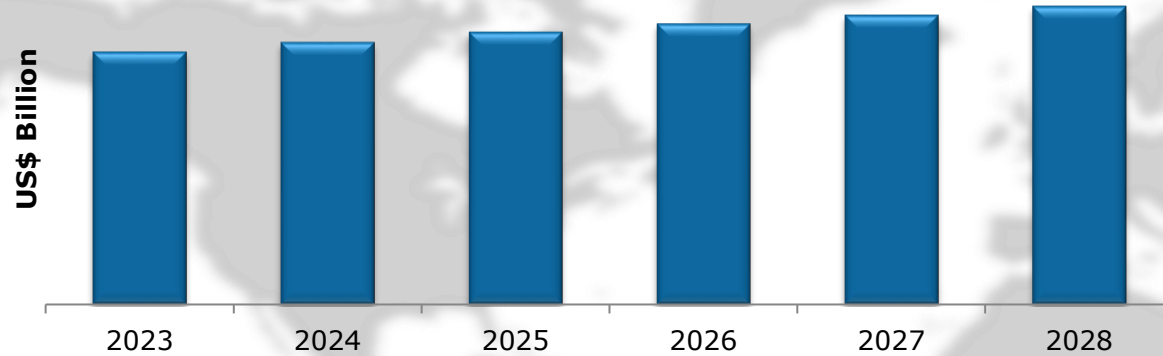
Global Online Clean Beauty Market by Value



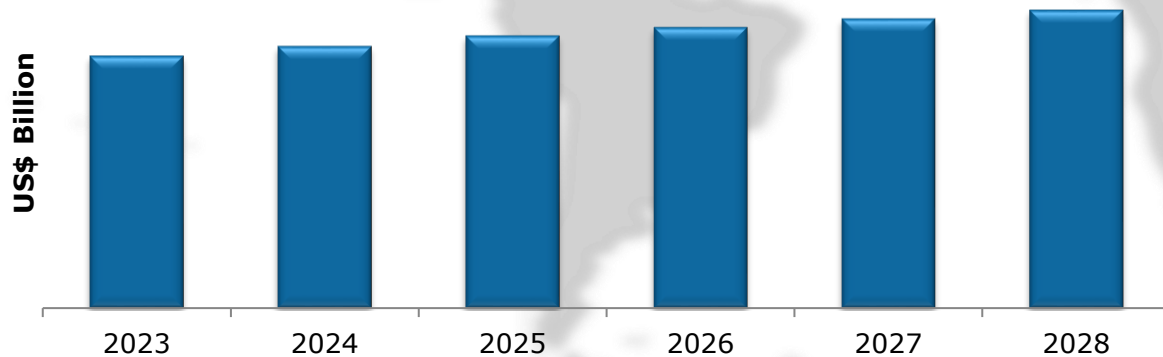
Distribution Channel	CAGR (2023-2028)
Speciality Stores	xx%
Hypermarkets & Supermarkets	xx%
Online	xx%
Others	xx%

Clean Beauty Market: Regional Analysis

Asia Pacific Clean Beauty Market by Value



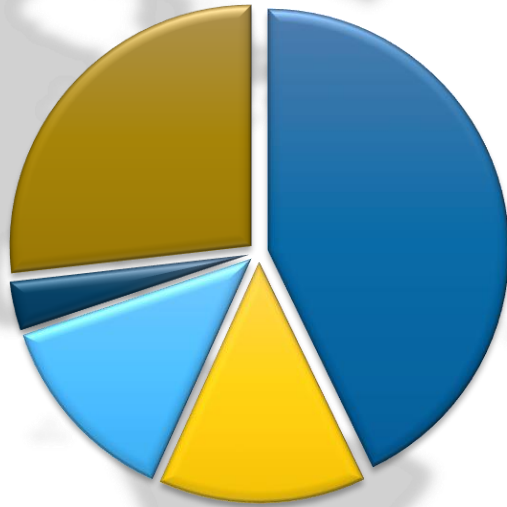
North America Clean Beauty Market by Value



Region	CAGR (2023-2028)
Asia Pacific	xx%
Europe	xx%
North America	xx%
Rest of the World	xx%

Asia Pacific Clean Beauty Market: An Analysis

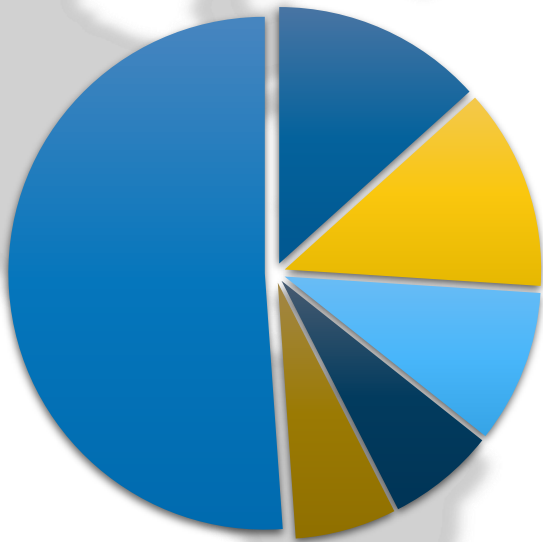
Asia Pacific Clean Beauty Market by Region; 2021



Region	Share (2022)	CAGR (2023-2028)
China	xx%	xx%
India	xx%	xx%
Japan	xx%	xx%
South Korea	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Europe Clean Beauty Market: An Analysis

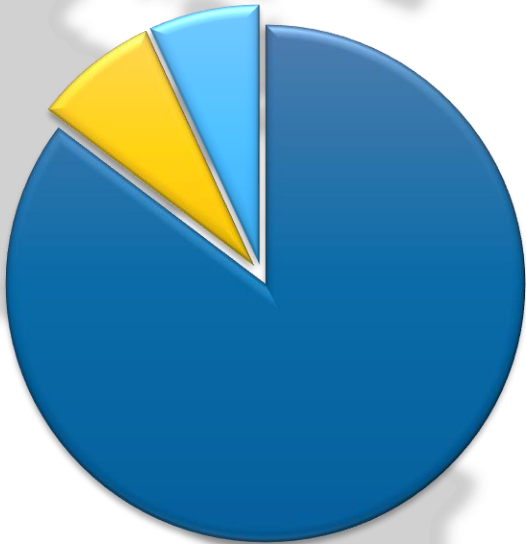
Europe Clean Beauty Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
Germany	xx%	xx%
France	xx%	xx%
UK	xx%	xx%
Spain	xx%	xx%
Italy	xx%	xx%
Rest of Europe	xx%	xx%

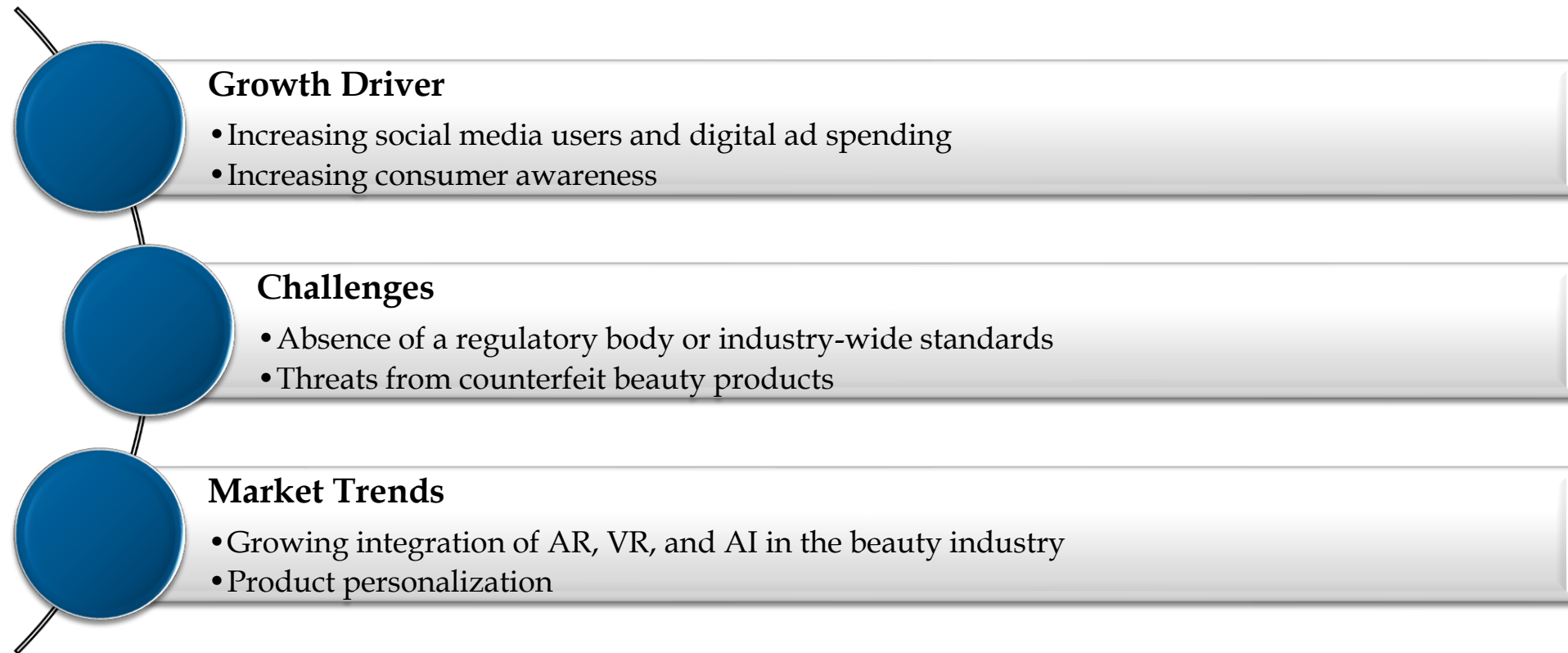
North America Clean Beauty Market: An Analysis

North America Clean Beauty Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
The US	xx%	xx%
Mexico	xx%	xx%
Canada	xx%	xx%

Global Clean Beauty Market: Dynamics



Global Clean Beauty Market: Competitive Landscape

Players Profiled

- ❑ Estée Lauder Companies Inc.
- ❑ e.l.f. Beauty, Inc.
- ❑ The Honest Company, Inc.
- ❑ LVMH (Sephora)
- ❑ Natura & Co (Avon Products, Inc.)
- ❑ Credo Beauty
- ❑ Orveon (BareMinerals)
- ❑ Beautycounter
- ❑ Ilia Beauty
- ❑ Ere Perez
- ❑ RMS Beauty
- ❑ NakedPoppy