

Skin Lightening Products Market Growing at 7.7% CAGR to Reach \$14.60 Billion by 2031 | Growth, Share Analysis

Skin Lightening Products Market - In 2021, by gender, the women segment was valued at \$5,285.3 million, accounting for 74.9% of the market share.



The skin lightening products market was valued at \$7.05 billion in 2021, and is estimated to reach \$14.60 billion by 2031, growing at a CAGR of 7.7% from 2022 to 2031."

Allied Market Research

WILMINGTON, DE, UNITED STATES, February 8, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Skin Lightening Products Market](#) by Product (Creams and Lotions, Cleansers and Toners, Masks, Others), by Gender (Men, Women), by Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Pharma and Drug Stores, Online Sales Channel, Others): Global Opportunity Analysis and Industry Forecast, 2022-2031". According to the report, the global [skin lightening products](#) industry generated \$7.05 billion in 2021, and is anticipated to generate \$14.60 billion by 2031, witnessing a

CAGR of 7.7% from 2022 to 2031.

Prime determinants of growth

Change in lifestyle, surge in disposable income, rise in need for skin care products, increase in demand for natural ingredients in skin care products, and change in packaging styles & attractive marketing strategies drive the growth of the global skin lightening products market. However, rise in awareness regarding the side effects of chemical-based cosmetics and reduction in free trade between countries restrict the market growth. Moreover, increase in social media marketing present new opportunities in the coming years.

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The hypermarkets/supermarkets segment to maintain its lead position during the forecast period

Based on distribution channel, the hypermarkets/supermarkets segment accounted for the

largest share in 2021, contributing to more than one-third of the global skin lightening products market, and is projected to maintain its lead position during the forecast period. This is owing to the availability of a broad range of consumer goods under a single roof, with ample parking space and convenient operation timings. However, the online sales segment is expected to portray the largest CAGR of 10.2% from 2022 to 2031. Rise in penetration of various online portals in developing regions and an increase in number of offers and discounts attracts consumers to purchase cosmetic products through online channels, which drives the segment.

The women segment to maintain its leadership status throughout the forecast period

Based on gender, the women segment held the highest market share in 2021, accounting for nearly three-fourths of the global skin lightening products market, and is estimated to maintain its leadership status throughout the forecast period, owing to the rise in beauty-conscious female population. However, the men segment is projected to manifest the highest CAGR of 8.5% from 2022 to 2031. With increase in per capita income and rise in purchasing power, male consumers globally have become more conscious regarding skin care products, which leads to rapid growth of the global product market.

Asia-Pacific to maintain its dominance by 2031

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2021, accounting for more than half of the global skin lightening products market, and is expected to lead the trail throughout the forecast period. Moreover, the same region is expected to witness the fastest CAGR of 8.7% from 2022 to 2031. Rise in awareness regarding natural skin care products has led to the rise in demand for natural skin lightening products in Asia-Pacific. Increase in use of skin care products in countries such as India and China are major growth factors for the skin lightening products market in the region.

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Leading Market Players: -

Avon Products, Inc.

Kao Corporation

L'Oréal S.A.

Oriflame Cosmetics S.A.

Revlon, Inc.

Shiseido Company, Limited

Skin Food Co., Ltd.

The Estée Lauder Companies Inc.

The Procter & Gamble Company

Unilever Plc

The research provides answers to the following key questions:

- 1□□ What is the estimated growth rate of the market for the forecast period 2021-2031?
- 2□□ What will be the market size during the estimated period?
- 3□□ What are the key driving forces responsible for shaping the fate of the Skin Lightening Products Market during the forecast period?
- 4□□ Who are the major market vendors and what are the winning strategies that have helped them occupy a strong foothold in the Skin Lightening Products Market?
- 5□□ What are the prominent market trends influencing the development of the Skin Lightening Products Market across different regions?
- 6□□ What are the major threats and challenges likely to act as a barrier to the growth of the Skin Lightening Products Market?
- 7□□ What are the major opportunities the market leaders can rely on to gain success and profitability?

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