



**LUCINTEL INSIGHT
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FIVE TRENDS SHAPING THE FUTURE OF THE FACIAL CLEANSER MARKET

Today's facial cleanser market is rapidly expanding and gaining traction as consumers' preferences shift in the direction of advanced facial cleansers and away from traditional bar soap. Facial cleansers are a better alternative to bar soap, as they not only remove dirt and cosmetics, but also help maintain the pH balance of the skin and keep the skin healthy and radiant. Some of the key trends in the facial cleanser market are the increasing preference for

natural and organic facial cleanser products, probiotic facial cleansers, micellar cleansing water, hydrating facial cleansers, and increasing use of facial cleansers among men. The major growth drivers for this market are a rise in the number of working women, increasing disposable income, and changing climatic conditions.

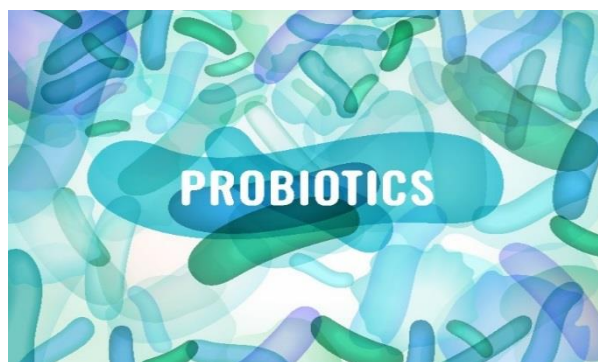


The facial cleanser market is divided into several segments, such as foam, no foam, solvent based, and collagen facial cleanser. Key players in the facial cleanser market include L’Oreal, Johnson & Johnson, Procter & Gamble, Unilever, Shiseido, Kao Corporation, Clarins group, Amore Pacific, Beiersdorf, and Estee Lauder. These have been working on different strategies to drive sales using highly influential marketing approaches; however, as we examine the challenges and opportunities ahead in this market, companies can benefit from a strategy of developing probiotic and organic facial cleansers along with the key target market trends we have identified. Lucintel predicts that the global facial cleanser market will be valued at \$10.0 billion by 2025, with an expected CAGR of approximately 4.6% between 2020 and 2025.

Lucintel identifies five trends set to influence the global facial cleanser market. Most of the industry players and experts agree that these five trends will accelerate developments in the facial cleanser industry in the near future. In terms of the widespread knowledge about the pharmaceutical label market already on the horizon, there is still a lack of unified perspective on the direction the industry is moving to proactively address developments. To help bring more clarity to this gap, our study aims to provide insights concerning the direction that changes are taking and how these changes will impact the facial cleanser market.

1. Probiotic Facial Cleansers

The pathway to healthy, more youthful skin begins with proper cleansing. Applying a probiotic facial cleanser can have a more direct effect on preventing bad bacteria from entering your skin. Probiotics help to deliver good bacteria to the skin, restore the natural balance of the skin, and prevent signs of aging and environmental damage. The probiotic bacteria that benefit the skin include lactobacillus and bifidobacteria. Eminence and



Glowbiotics are using probiotics in their facial cleanser product range. Probiotics are also a very effective anti-inflammatory, which makes them great for helping to soothe redness, irritation, and skin conditions including acne, rosacea and psoriasis. Probiotic cleansers help support every skin type, whether it be dry or oily.

2. Micellar Cleansing Water

Micellar water is a no-rinse cleanser that gently removes makeup and other impurities while hydrating the skin. Micellar water is a combination of purified water, hydrating ingredients such as glycerin, and low concentrations of extremely mild surfactants. The molecules of these mild surfactants naturally group together to form microscopic spheres called micelles, which act as magnets for dirt and oil. Micellar cleansing water products have mostly been adapted for sensitive skin and are formulated with mild and non-irritating surfactants. Popular in Europe and Asia, these cleansers are starting to gain traction in the US skin care industry.



3. Hydrating Facial Cleansers

A cleanser can remove dirt, makeup and other debris, but a hydrating cleanser can do all that without disrupting the skin's natural protective barrier or stripping the skin of its natural moisture. Hydrating facial cleanser is a gentle face wash with ingredients like ceramides and hyaluronic acid that work to restore the skin's natural barrier to help the skin lock



in moisture. For example: CeraVe hydrating facial cleanser was made to cleanse and refresh the skin without over-stripping it or leaving it feeling tight and dry. Featuring three essential ceramides to restore the skin's barrier, hyaluronic acid to hydrate the skin, and MVE delivery technology to supply the skin with a steady stream of nourishment, this face wash is an effective yet non-irritating way to start off any skin care regimen.

4. Preference for Natural and Organic Facial Cleanser Products

Natural and organic facial cleansers are great additions to any skin care routine. The use of conventional facial cleanser products containing many preservatives, fragrances, and stabilizers can damage the skin's microflora, which will impair the skin's function and have a negative impact on skin quality and appearance. The harsh sulfates, parabens, phthalates, and chemical ingredients incorporated in many face cleansers can throw a monkey wrench into anyone's beauty routine. The use of natural and organic facial cleansers delivers plant based ingredients that gently cleanse, nourish, and moisturize the skin. These cleansers help deter the build-up of pore-clogging materials and also rejuvenate, detoxify, and nourish the skin, significantly reducing the chances of adverse effects, a particularly important point for people who have highly sensitive skin or allergies.



5. Increasing Use of Facial Cleansers among Men

Good grooming has come a long way and is no longer the domain of women. Men are becoming equally aware of the benefits of skin care products. Various lifestyle issues, pollution, and stress add up to skin woes. Men's obsession with their faces is driving the sales of male facial cleansing products. For example, the use of facial cleansing products among men in India has

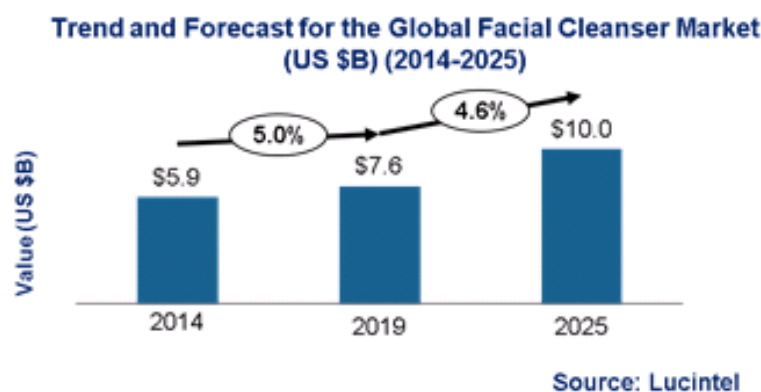


multiplied exponentially in the past seven years. Men are currently spending a notable part of their disposable income on facial cleanser products, as these help wash away dirt and oil without drying out the skin, and they keep the skin healthy.



Strategic Considerations for Key Players in the Facial Cleanser Market

The facial cleanser industry is dynamic and ever-changing. Successful industry players are necessarily masters of innovation, change and adaptation. To retain this status, they need to be attentive to current trends. We believe there will be promising opportunities for facial cleansers in the personal care market. As per Lucintel's latest market research report (Source: <https://www.lucintel.com/facial-cleanser-market.aspx>), the [facial cleanser market](#) is expected to grow with a CAGR of approximately 4.6% between 2020 and 2025, and reach \$10.0 billion by 2025. This market is primarily driven by a rise in the number of working women, increasing disposable income, and changing climatic conditions.



Whether you are new to the facial cleanser market or an experienced player, it is important to understand the trends that impact the development process, as these trends as listed will lead players to create long-term strategy formulation that will allow them to remain competitive and successful in the long run. For example, to capture growth, some of the strategic considerations for players in the facial cleanser market are as follows:

- Facial cleanser market players can increase their capabilities to develop natural and organic ingredient based facial cleanser products.
- Players can focus on micellar cleansing water and hydrating facial cleansers, which are expected to lead future trends.
- Investment to increase competencies in probiotic facial cleansers as these help deliver the good bacteria to the skin and restore the natural balance of the skin
- Research and development activities to develop low-cost facial cleanser products which are beneficial for all skin types

Note: In order to gain better understanding, and learn more about the scope, benefits, companies researched and other details in the facial cleanser market report from Lucintel, click on <https://www.lucintel.com/facial-cleanser-market.aspx>. This comprehensive report provides you with in-depth analysis on market trends and forecast, segment analysis, regional analysis, competitive benchmarking and company profiling of key players. In addition, we also offer **strategic growth consulting** to meet your customized needs. We have worked with many PE firms and corporate customers in the process of their market entry and M & A initiatives.



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