

Industries > Consumer Goods & FMCG > Cosmetics & Personal Care >

Cosmetics Industry

Curated by Statista, December 2025

Region in focus: **Worldwide**

REVENUE
108.97 billion

MARKET LEADER
L'Oréal

LEADING SEGMENT
Face

ONLINE REVENUE SHARE
43.4%

Key Insight

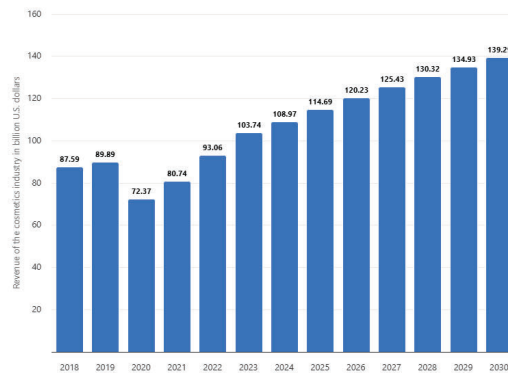
Collapse all

Key Insight

Market Leaders
Segments
Sales Channels
Key Regions

Revenue of the cosmetics market

in billion U.S. dollars



Worldwide 2018-2030

View source and details

SUMMARY

Published by [Statista Research Department](#), Sep 15, 2025

The revenue in the 'Cosmetics' segment of the beauty & personal care market worldwide was modeled to amount to 108.97 billion U.S. dollars in 2024. Between 2018 and 2024, the revenue rose by 21.38 billion U.S. dollars, though the increase...

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Market Leaders

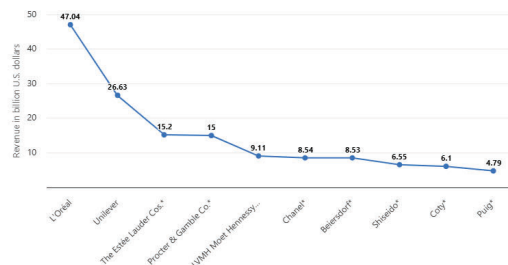
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Summary

L'Oréal gets the top spot as the leading beauty company. In fact, the cosmetics giant generated sales of more than 40 billion euros in 2024. L'Oréal was also ranked first in terms of brand value, standing at more than 13 billion U.S. dollars, while at the same time winning over U.S. consumers when it comes to brand awareness.

Revenue of the leading ten beauty companies

in billion U.S. dollars



Worldwide 2024

View source and details

REVENUE OF THE LEADING TEN BEAUTY COMPANIES WORLDWIDE 2024

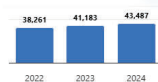
Published by [D. Petrucci](#), Sep 19, 2025

This statistic shows the revenue of the leading ten beauty manufacturers worldwide in 2024, ranked based on beauty sales of 2024. In that year, L'Oréal was the top-ranked global beauty manufacturer with a revenue that amounted to about 47...

[Read more](#)

Revenue of L'Oréal

in million euros



Worldwide

2009-2024

Brand value of the leading 10 cosmetic brands

in billion U.S. dollars



Worldwide

2024

Value of the leading brands belonging to L'Oréal

in million U.S. dollars



Worldwide

2024

Leading health and beauty brands ranked

by consumer reach points, in millions

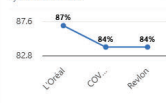


Worldwide

2023

Leading cosmetics & make-up brands

by brand awareness



United States

2024

Further information

[Beauty companies](#) [Cosmetics Brands](#) [Personal care brands](#)

Segments

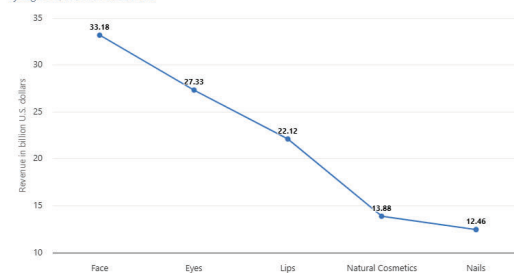
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Summary

The face care segment turns out to be the most successful in the cosmetics market, with sales of more than 30 billion U.S. dollars. It is followed by the eye care and lip care categories, and was projected to grow further up until 44 billion U.S. dollars by the year 2030. In the United States, facial cosmetics are the most sold products in the color cosmetics market, with mascara being one of the leading items among U.S. consumers.

Revenue of the cosmetics market

by segment, in billion U.S. dollars



Worldwide

2024

[View source and details](#)

SUMMARY

Published by [Statista Research Department](#), Jul 11, 2025

Concerning the five selected segments, the segment Face has the largest revenue with 33.18 billion U.S. dollars. Contrastingly, Nails is ranked last, with 12.46 billion U.S. dollars. Their difference, compared to Face, lies at 20.72 billion U.S....

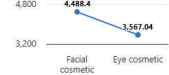
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Revenue of the face care cosmetics by category, in billion U.S. dollars



Worldwide 2018-2030

Color cosmetics sales by segment, in million U.S. dollars



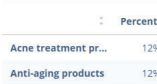
United States 2024

Facial cosmetics sales by product category, in million U.S. dollars



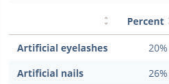
United States 2024

Most purchased personal care products by product type



United States 2025

Most purchased decorative cosmetics products by product type



United States 2025

Further information

[Skin Care](#) [Fragrances](#) [Cosmetics](#)

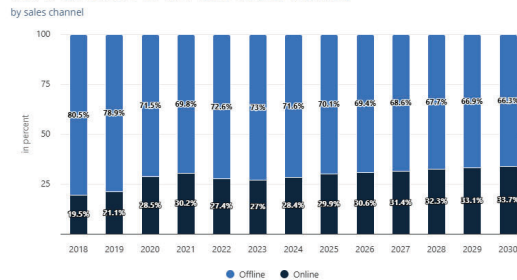
Sales Channels

Expand all

Summary

In 2024, most cosmetics purchases were made offline. Online purchases continue, however, to gain traction, and are expected to surpass offline purchases by the year 2029. In fact, global cosmetics e-commerce revenues will reach about 70 billion U.S. dollars in 2029, according to forecasts. Still, many consumers in the U.S., especially Gen Z, are currently continuing to favor physical destinations such as Ulta Beauty.

Revenue share of the cosmetics market by sales channel



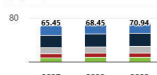
Worldwide 2018-2030

View source and details

SUMMARY

The online distribution channel refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the Internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The chart illustrates the shift in cosmetics sales channels, with online purchases steadily gaining share against offline channels. This trend highlights changing consumer behavior, as digital platforms and e-commerce convenience drive the growing importance of online sales in the cosmetics industry.

Revenue in the cosmetics e-commerce market by segment, in billion U.S. dollars



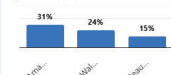
Worldwide 2017-2029

Most popular categories for online purchases by category, in percent



United States 2025

Online destinations where consumers are most likely to...



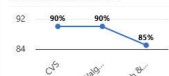
United States 2024

Main shopping channels for beauty products among Gen Z, in percent



United States 2024

Leading beauty and health online shops by brand awareness, in percent



United States 2024

Further information

[Beauty online shopping](#) [In-store beauty shopping](#)

Key Regions

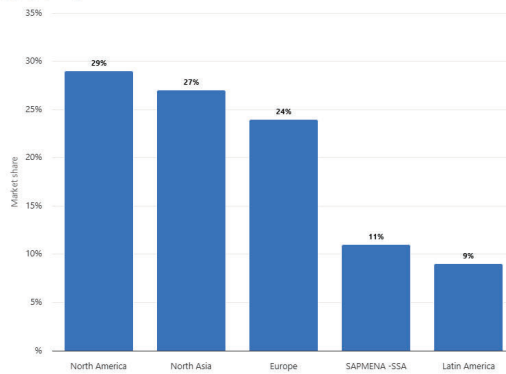
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Summary

North America and North Asia are currently the leading geographic zones in the cosmetics market, with market share of 29 percent and 27 percent, respectively. The United States is the leading market in the industry, followed by China and Japan. In 2024, the U.S. cosmetics market generated revenues of about 20 billion U.S. dollars, which were projected to keep on growing in the next few years.

Breakdown of the cosmetic market

by geographic region



Worldwide 2024

[View source and details](#)

BREAKDOWN OF THE COSMETIC MARKET WORLDWIDE 2024, BY GEOGRAPHIC ZONE

Published by [D. Petrucci](#) Jun 25, 2025

This statistic depicts the breakdown of the cosmetic market worldwide in 2024, by geographic zone. In 2024, North America made up 29 percent of the global cosmetic market....

[Read more](#)

Revenue of the beauty & personal care market

by country, in billion U.S. dollars



Worldwide 2024

Revenue of the cosmetics market

in billion U.S. dollars



United States 2018-2030

Further information

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