



# Anti-acne Cosmetics Market Size and Share Analysis


Anti-acne cosmetics include facial scrubs, toners, cleansers, creams and gels that are used to treat acne afflicted skin. They work by removing excess oil and dead skin cells from clogged pores, preventing new breakouts and reducing existing acne spots. The use of salicylic acid and benzoyl peroxide helps to exfoliate the skin without harsh abrasives, drying out the skin. The natural ingredients such as tea tree oil in these products soothe inflammation and redness.

The Global [Anti-acne Cosmetics Market](#) is estimated to be valued at US\$2591.87 Mn in 2024 and is expected to exhibit a CAGR of 4.8% over the forecast period 2023 to 2030.

## Key Takeaways

Key players operating in the Anti-acne Cosmetics are Clinique Laboratories, LLC., Neutrogena, Anealima Lifesciences Ltd., Guthy-Renker, Murad Inc, L'Oréal S.A., The Mentholatum Company Inc., Kosé Corporation, and Galderma Laboratories LP. The growing prevalence of acne-prone skin due to changing lifestyle and unhealthy habits has been fueling the demand for anti-acne cosmetic products globally. Major companies are expanding their presence across various regions by entering into strategic collaborations with local players to strengthen their distribution networks and tap into new markets.

## Market key trends



Natural and organic ingredients are gaining popularity in anti-acne cosmetic formulations. Growing consumer focus towards sustainable and eco-friendly products is promoting the use of natural actives obtained from sources like tea tree oil, aloe vera, neem and others. Their antibacterial, soothing and healing properties are efficacy in treating acne without harmful effects. This trend is likely to shape the future of the anti-acne cosmetics market over the coming years.

## Porter's Analysis

**Threat of new entrants:** Consolidated market with presence of well-established players having strong brands and wide distribution channels makes entry difficult for new players.

**Bargaining power of buyers:** Large buyer base with low switching costs give buyers higher bargaining power.

**Bargaining power of suppliers:** Suppliers of raw materials have low bargaining power due to availability of many substitutes reducing dependence on single supplier.

**Threat of new substitutes:** Threat from new substitutes is moderate as alternatives like chemical peels, laser treatments etc. are available but not easily accessible as cosmetic products.

**Competitive rivalry:** Intense competition amongst existing major players to gain market share by innovating products, expanding their product range and offerings, and increasing brand awareness through marketing initiatives.

## Geographical Regions

North America currently holds the major share of the global [anti-acne cosmetics market](#) in terms of value owing to high product adoption and spending on personal care products in countries like United States and Canada.

Asia Pacific region is expected to witness the fastest growth during the forecast period owing to increasing awareness regarding skin care, rising disposable incomes, growing millennial population and their high spending on premium skin care products in countries like China, India and South Korea.

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