

Global Melanin Care Products Market to Hit USD 308.1 Million by 2035, Growing at 6.8% CAGR -Fact.MR

Melanin Care Product Market Analysis, By Product Type (Topical Formulations, Cleansers & Exfoliants, Sun Protection Products, Treatment Solutions)

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The global [melanin care products market](#) is expected to reach USD 308.1 million by 2035, up from USD 159.6 million in 2025. During the forecast period 2025 to 2035, the industry is projected to expand at a CAGR of 6.8%, driven by increasing awareness of inclusive skincare and demand from melanin-rich populations globally.

Melanin care products market is undergoing the strategic realignment to ensure the brands in beauty and dermatology focus on the incorporation of inclusiveness in product formulation. The consumer preference is moving to high-performance skincare that is targeted to melanin-rich skin. This trend is transforming R&D priorities and impacting on mixtures of goods across multinationals. Firms are implementing novel language, science, and the formulation quality to provide outcomes in accordance to pigmentation requirements.

Among the key trends, there is the abundance of dermocosmetic solutions that tackle hyperpigmentation concerns, post-inflammatory marks, environmental stressors by not failing to maintain integrity in skin. New technology in botany, scarless exfoliation agents, super-high protection sun blocks with no cast is gaining momentum. These developments are clinically enabling brands to make more powerful clinical claims, and allow brands to meet dermatologist requirements, especially in areas in which sun exposure is high.

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The future of the market will expand geographically and demographically, in terms of growth with the tendency to be focused on the multicultural cities. New digital-first brands are creating a connection between clinical science and identity-based narratives. Due to the increased levels of awareness and expectations, the future of such competition will be whether or not it is

transparent, results-oriented, and culture-relevant. Market maturity will be determined by the effectiveness of brands to scale in a responsible manner without losing the aspect of personalized efficacy.

Key Takeaways from Market Study:

- The Melanin Care Products market is projected to grow at 8% CAGR and reach USD 308.1 million by 2035
- The market created an absolute \$ opportunity of USD 148.5 million between 2025 to 2035
- East Asia is a prominent region that is estimated to hold a market share of 1% in 2035
- Predominating market players include Ami Colé, Urban Skin Rx, Buttah Skin, 4.5.6 Skin
- East Asia is expected to create an absolute \$ opportunity of USD 36.5 million

Inclusive skincare demand, hyperpigmentation concerns, culturally specific R&D, social media-driven advocacy, and dermatologist-formulated innovations are key forces propelling the Melanin Care Products Market forward” says a Fact.MR analyst.

Market Development:

Digital diagnostics and AI Digital diagnostics and AI are becoming central to melanin care brands in adjusting and prescribing products according to pigmentation and inflammation profiles. Skin biology in diverse peoples is an ever-increasing driver of R&D.

The long-running investments in ethnically-savvy product trial, dermatologist collaboration and outlets development in ethnic beautifications hubs describe the strategic development. Collaboration with medical skincare influencers are aiding in credibility of the brands.

For instance, Eadem, a clinical-tested skincare line developed for melanin-rich skin, secured a major distribution move in early 2024: a full partnership with Sephora, launching its debut product, Milk Marvel Dark Spot Serum, into all Sephora stores. The milestone validates the brand’s community-informed development process and opens new expansion capacity across retail shelves.

Quick Stats for Melanin Care Products Market:

- Industry Value (2025): USD 159.6 Million
- Projected Value (2035): USD 308.1 Million
- Forecast CAGR (2025 to 2035): 6.8%
- Leading Segment (2025): Oral Supplements (18.3% Market Share)
- Fastest Growing Country (2025-2035): South Korea (8.4% CAGR)

Key Players:

Top Key Players: AmiColé, Urban Skin Rx, Buttah Skin

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Recent Developments:

- Sep 2024: L'Oréal's BOLD fund invested in Ami Colé to boost its Sephora expansion.
- Jan 2025: American Exchange Group acquired Urban Skin Rx via AX Beauty Brands, strengthening its skincare portfolio.

More Valuable Insights on Offer:

By Product Type (Topical Formulations, Cleansers & Exfoliants, Sun Protection Products, Treatment Solutions, Oral Supplements, Devices & Tools), By Skin Concern (Hyperpigmentation (acne marks, melasma, age spots), Uneven Tone & Dullness, Post-inflammatory Pigmentation, Sun Damage Protection), By Skin Type (Normal, Oily, Dry, Sensitive, Acne-prone), By Ingredient Source (Synthetic-based, Natural Extracts, Vitamins & Antioxidants, Others) and Region (North America, Latin America, Western Europe, Eastern Europe, East Asia, South Asia & Pacific, and Middle East & Africa).

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- After Sun Care Products: Sales at US\$ 2.67 billion (2023), projected to grow to US\$ 3.73 billion

by 2033 at 3.4% CAGR, an improvement over the previous 1.4% CAGR (2018–2022), supported by increased sun protection awareness.- <https://www.factmr.com/report/after-sun-care-products-market>

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