

Consumer Spending Trends on Personal Care Products

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PREPARED FOR:

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MAINE.

ECONOMIC & COMMUNITY
DEVELOPMENT

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INTRODUCTION

In response to a data collection request from Maine DECD, Camoin Associates prepared the following analysis of consumer spending trends on personal care products.¹ This information will assist Maine businesses in identifying ideal target demographics for marketing expansion efforts, including trade shows, social media campaigns, and advertising strategies.

This analysis is organized into the following sections: 1) an overview of national spending trends, 2) an overview of Maine's spending trends, and 3) an analysis of national spending trends by demographic groups, including by income, age, household size, and race.

Data note: Personal care products include products related to cosmetics, perfume, bath, skincare, nail care, hair care, deodorant, feminine hygiene, oral hygiene, shaving needs, nonelectric articles (hair), personal care appliances, wigs/hair pieces, and adult diapers.

KEY FINDINGS: BUSINESS IMPLICATIONS

The consumer spending data in this report offers valuable insights for Maine businesses looking to assess demand for personal care products across different regions and demographic groups. Areas or groups that spend more than average on personal care products may represent opportunities for targeted marketing and expansion efforts.

In Maine, key geographic targets include Cumberland, York, and Lincoln counties, which led the state in personal care product expenditures per household in 2024. Notably, Cumberland County was the only county in Maine with an average household expenditure on personal care products exceeding the national average.

On a demographic level, higher spending was observed among households earning \$70,000 or more annually, multi-person households, individuals aged 35-54, urban residents, and non-white consumers. Generally, demographic trends are largely driven by household size and income. Though individuals aged 34 to 54 spend the most on personal care, individuals between 25 and 34 tend to spend the most among single-person households. This indicates that young adults are also an important target demographic.

Nationally, the market size of personal care products is expected to continue growing, driven by rising interest in clean beauty products and the influence of viral social media content. Businesses can gain a competitive edge by aligning their marketing strategies with geography and demographic patterns shaping consumer demand.

¹ This project is commissioned by the Office of Business Development and is funded by the Maine Jobs & Recovery Plan.

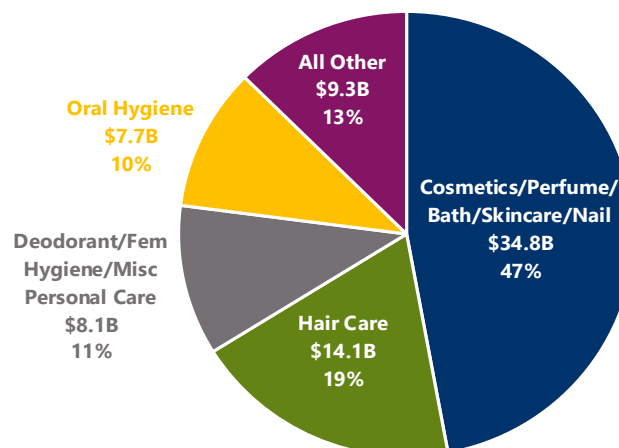
NATIONAL SPENDING TRENDS

In 2024, consumers across the US spent about \$74 billion on personal care products. Of that total, the largest share (47%) went toward cosmetics, such as perfumes, skincare, and nail care. Hair care products accounted for 19% of spending, deodorant/miscellaneous personal care products accounted for 11%, and oral hygiene accounted for 10%.

National market researchers expect the market size of beauty and personal care products to grow through 2030 at an annual rate of 7.1%. This trend is driven by increasing demand for clean beauty products, such as those free from harmful chemicals, and viral social media trends.²

Average annual household³ spending, illustrated on the map below, on personal care products varies throughout the US. Households in the District of Columbia (DC), New Jersey, Massachusetts, California, and Maryland typically spend the most on personal care products, while many South-Central states see the lowest spending levels. In 2024, the average household in Maine spent \$501 on personal care products, ranking 29th out of 51 states and DC for spending.

Distribution of Personal Care Product Spending in the US (2024)



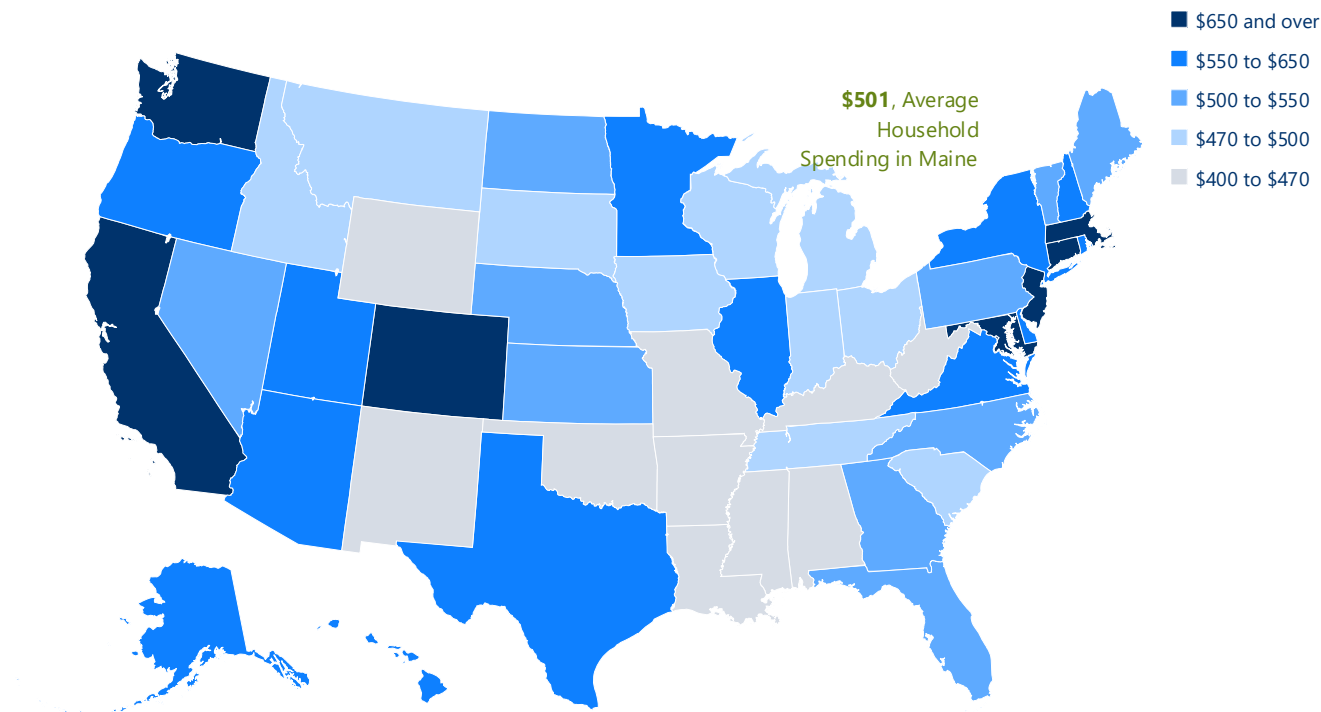
Source: Esri Business Analyst

Note: All Other includes Shaving Needs, Nonelectric Hair Appliances, Personal Care Appliances, Wigs/Hairpieces, and Adult Diapers

² Source: [Grand View Research](#)

³ The average household size in the US is 2.55. See Appendix A for a list of average household sizes by state.

Average Annual Household Spending on Personal Care Products (2024)



Source: Esri Business Analyst

Powered by Bing
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MAINE SPENDING TRENDS

In 2024, Maine consumers spent nearly \$302 billion on personal care products. Following the national spending pattern, the largest share (46%) went toward cosmetics, such as perfumes, skincare, and nail care. Hair care products accounted for 19% of spending, deodorant/miscellaneous personal care products accounted for 12%, and oral hygiene accounted for 10%. Overall, the average household in Maine (\$501 in 2024) spends less than the US household (\$560 in 2024) on personal care products.

Average Annual Household Spending by Product (2024)

	Maine	US
Personal Care Products	\$501	\$560
Cosmetics/Perfume/Bath/Skincare/Nail	\$232	\$264
Hair Care	\$97	\$107
Deodorant/Fem Hygiene/Misc Personal Care	\$57	\$61
Oral Hygiene	\$52	\$58
Shaving Needs	\$19	\$20
Nonelectric Articles-Hair	\$18	\$20
Personal Care Appliances	\$15	\$17
Wigs/Hairpieces	\$9	\$10
Adult Diapers	\$2	\$3

Source: Esri Business Analyst



Within Maine, the average household in Cumberland, York, and Lincoln counties spent the most on personal care products in 2024 (\$651, \$544, \$503, respectively). These counties also tend to have relatively high median household incomes compared to the state median. In 2024, Cumberland County was the only county in Maine with an average household expenditure on personal care products exceeding the national average.

Average Annual Household Spending by County in Maine (2024)

Location	Average Personal Care Product Spending	Other County-Level Metrics	
		Number of Households	Median Household Income
Cumberland County	\$651	133,557	\$92,393
York County	\$544	93,539	\$86,079
Lincoln County	\$503	16,600	\$77,474
Maine	\$501	602,040	\$75,323
Knox County	\$500	18,484	\$79,124
Hancock County	\$485	25,782	\$74,748
Sagadahoc County	\$464	16,738	\$81,195
Penobscot County	\$454	65,720	\$63,614
Androscoggin County	\$448	46,219	\$67,831
Waldo County	\$442	17,694	\$68,247
Kennebec County	\$441	54,848	\$66,146
Oxford County	\$412	25,738	\$63,362
Franklin County	\$399	13,174	\$58,114
Washington County	\$390	13,832	\$56,612
Aroostook County	\$375	29,861	\$56,470
Somerset County	\$354	22,232	\$53,546
Piscataquis County	\$349	8,022	\$51,440

Source: Esri Business Analyst

SPENDING BY DEMOGRAPHIC GROUP

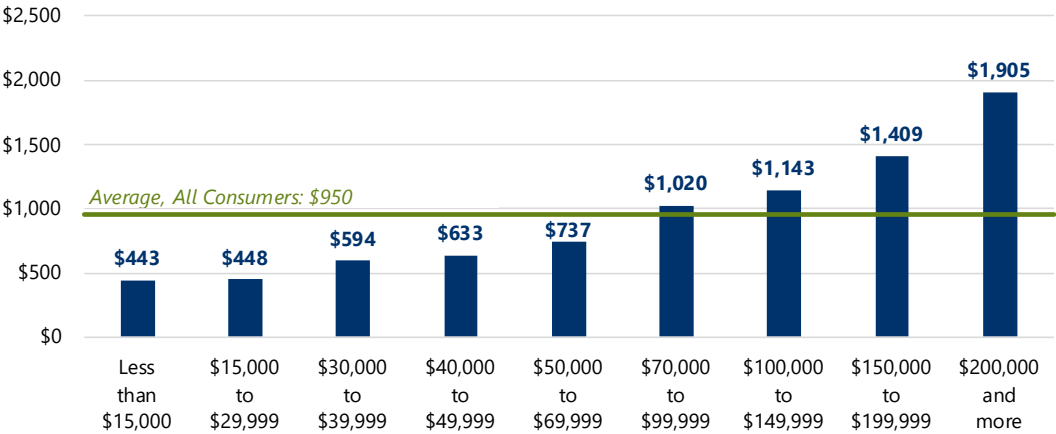
The US Bureau of Labor Statistics Consumer Expenditure Survey provides data on spending habits for a limited range of demographic groups. While only available at the national level, this data offers high-level insight into demographic groups that may be most receptive to marketing expansion efforts in Maine.

Data note: The following data covers spending on personal care products and services. The data presented in previous sections of this report only cover spending on personal care products, not services.



By Income | Spending on personal care products and services is closely linked to household income. In 2023, households that earned \$70,000 or more annually spent more than the average on personal care.

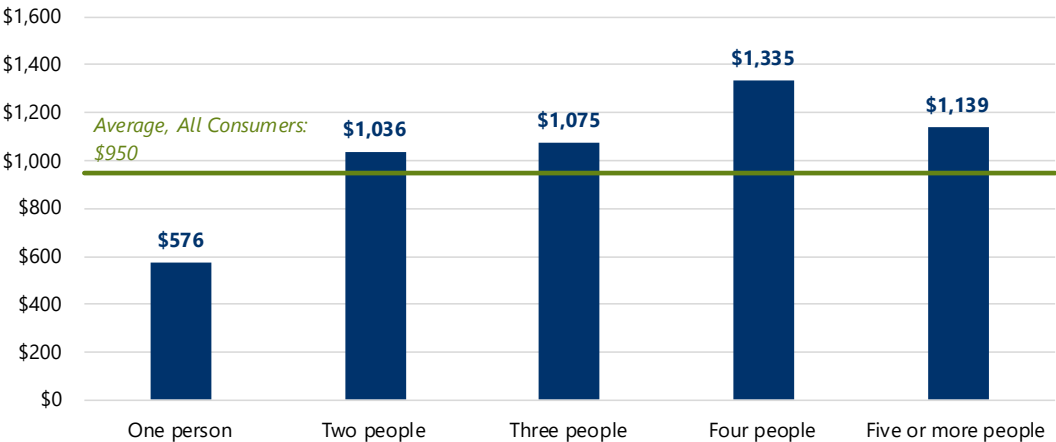
Average Annual Spending on Personal Care by Income, 2023



Source: US Bureau of Labor Statistics, Consumer Expenditure Survey

By Household Size | Unsurprising, larger households spend more on personal care products and services. In 2023, four-person households spent the most on personal care, spending an average of \$1,335 per household annually.

Average Annual Spending on Personal Care by Household Size, 2023

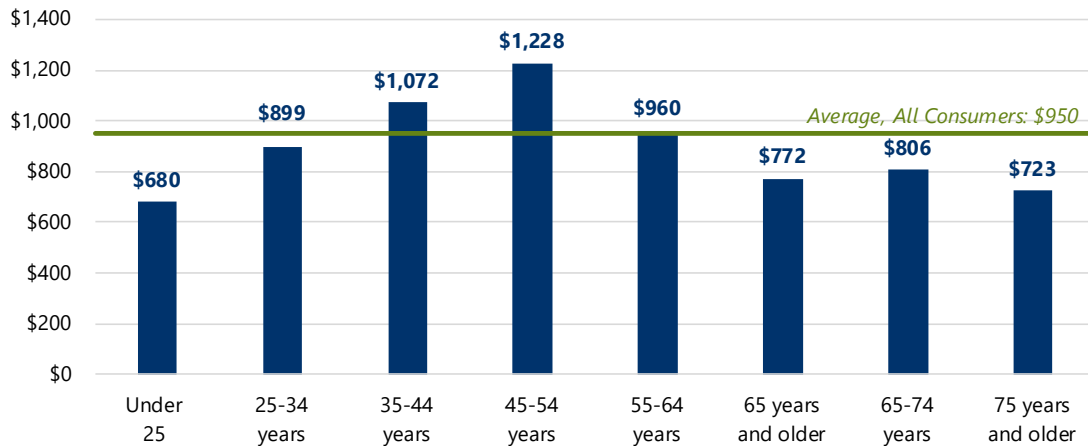


Source: US Bureau of Labor Statistics, Consumer Expenditure Survey



By Age | Consumers between 45 and 54 years old spent the most on personal care in 2023, spending an average of \$1,288. The next largest spenders are consumers in the 35 to 44 age group, spending an average of \$1,072. On average, the under-25 age group spent the least on personal care in 2023.

Average Annual Spending on Personal Care by Age, 2023



Source: US Bureau of Labor Statistics, Consumer Expenditure Survey

By Age and Income | Age is often linked to income, as many people earn more as they gain more work experience. While those between 35 and 54 tend to spend more on personal care, these consumers are more likely to have higher income levels. Among relatively low earners (less than \$30,000 annually), those under 34 tend to spend more on personal care. Still, regardless of age, consumers who earn at least \$70,000 annually tend to spend more on personal care.

Average Annual Spending on Personal Care by Age and Income, 2022-2023

Green cells indicate relatively a high spending level **within income group**.

Blue cells indicate a relatively low spending level.

	Average, All Income-Levels	Less than \$15,000	\$15,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 to \$99,999	\$100,000 and more
Under 25	\$607	\$590	\$379	\$538	\$472	\$554	\$874	No data
25-34	\$890	\$436	\$587	\$542	\$679	\$815	\$1,014	\$1,132
35-44	\$1,029	\$444	\$474	\$603	\$629	\$728	\$971	\$1,387
45-54	\$1,139	\$526	\$472	\$615	\$553	\$685	\$865	\$1,595
55-64	\$929	\$314	\$380	\$573	\$509	\$694	\$1,104	\$1,383
65 and over	\$739	\$337	\$426	\$581	\$764	\$857	\$944	\$1,353

Source: US Bureau of Labor Statistics, Consumer Expenditure Survey

Data note: The availability of crosstab data (spending by two or more demographic groups) is limited to select demographic groups. This data shows annual average spending across two years (2022 and 2023), whereas data for a singular demographic group show annual average spending across one year (2023).



By Age and Household Size | Age is also often linked to households, as many people have children, get married as they age, and form intergenerational households. Among single-person households, consumers in the 25- to 34-age group tend to spend the most on personal care. Higher-than-average spending among households with two or more people is driven by householders in the 45-or-older age group.

Average Annual Spending on Personal Care by Age and Household Size, 2022-2023

Green cells indicate relatively a high spending level **within household-size group**.

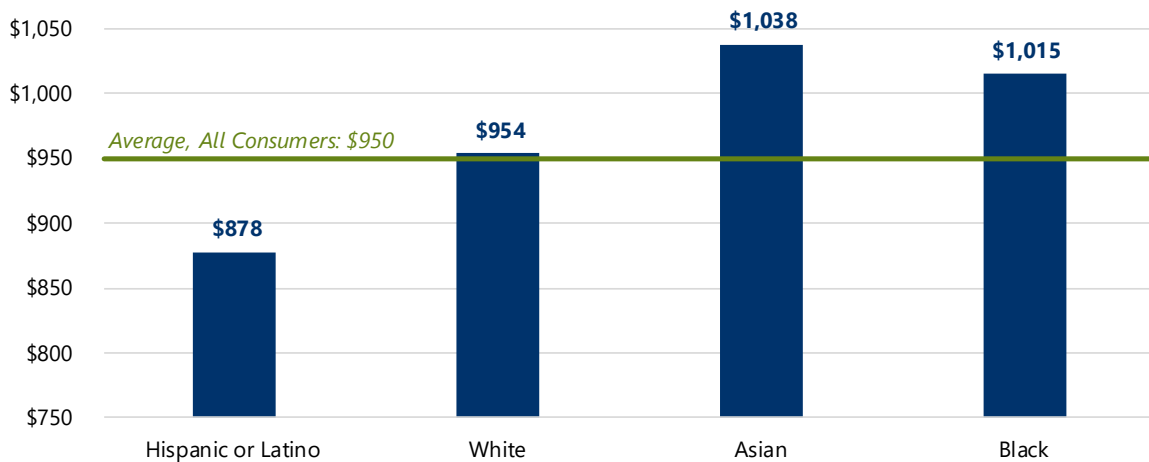
Blue cells indicate a relatively low spending level.

	Average, All Age Groups	Under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older
One person	\$561	\$508	\$881	\$531	\$567	\$494	\$495
Two people	\$976	\$681	\$935	\$972	\$1,090	\$1,057	\$938
Two or more people	\$1,060	\$695	\$895	\$1,126	\$1,277	\$1,119	\$940

Source: US Bureau of Labor Statistics, Consumer Expenditure Survey

By Race/Ethnicity | In 2023, on average, Asian and Black consumers spent more than White and Hispanic consumers.

Average Annual Spending on Personal Care by Race, 2023

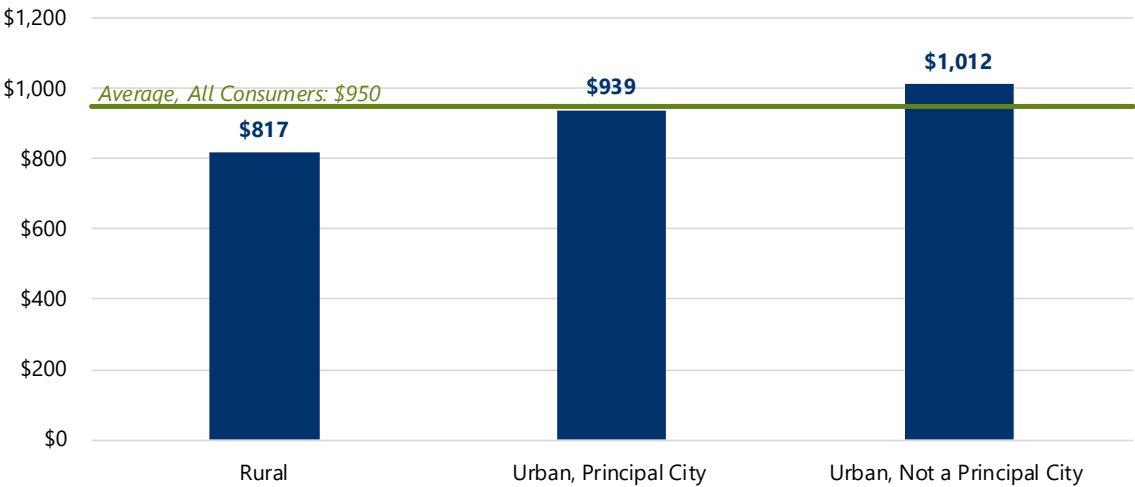


Source: US Bureau of Labor Statistics, Consumer Expenditure Survey

Note: Individuals of Hispanic or Latino origin may be of any race.

By Rural vs. Urban Residence Area | Consumers in urban areas spend more on personal care than in rural areas (an average of \$939 and \$817, respectively in 2023). Consumers in urban areas, but not principal cities, tend to spend even more.⁴ The higher cost of living in urban areas may increase consumer spending on personal care products in those regions; however, those in urban areas also tend to have smaller household sizes and earn more.

Average Annual Spending on Residence Area Size, 2023



Source: US Bureau of Labor Statistics, Consumer Expenditure Survey

Note: Urban Areas have population sizes of at least 5,000 or at least 2,000 housing units. Principal cities are the largest place (with a population of at least 10,000) within a core-based statistical area.

⁴ An example of a principal city is Portland, ME. An example of a city in the same metropolitan area that is not a principal city is Scarborough. While Scarborough is part of the Portland Metropolitan Area and the surrounding urbanized area, it is not considered a principal city because it is smaller and does not meet the population and employment criteria set by the Census Bureau.



APPENDIX A: DATA TABLES

Household spending on personal care products can vary by household size. Below is a summary of the average household size by state based on 2020 Decennial Census data.

Average Household Size by State			
Location	2020 Average Household Size	Location	2020 Average Household Size
Utah	3.04	Minnesota	2.47
Hawaii	2.89	Nebraska	2.47
California	2.87	Connecticut	2.47
Texas	2.72	Tennessee	2.46
New Jersey	2.66	Kentucky	2.44
Idaho	2.65	Michigan	2.44
Maryland	2.61	North Carolina	2.44
Alaska	2.61	South Dakota	2.44
Georgia	2.60	Arkansas	2.44
Nevada	2.60	South Carolina	2.43
Arizona	2.58	Alabama	2.43
New York	2.54	Pennsylvania	2.42
Washington	2.54	Missouri	2.41
Virginia	2.53	Iowa	2.40
Illinois	2.51	New Hampshire	2.40
Delaware	2.50	Wyoming	2.40
New Mexico	2.50	Ohio	2.39
Oklahoma	2.50	Rhode Island	2.38
Colorado	2.50	Montana	2.36
Indiana	2.48	Wisconsin	2.36
Kansas	2.48	West Virginia	2.34
Louisiana	2.48	North Dakota	2.33
Mississippi	2.48	Maine	2.28
Oregon	2.48	Vermont	2.27
Florida	2.47	District of Columbia	2.08
Massachusetts	2.47	Source: Esri, Decennial Census	



APPENDIX B: DATA SOURCES



Esri ArcGIS Business Analyst combines proprietary statistical models covering demographic, business, and spending data with map-based analytics to offer insights on market opportunities for industries, businesses, and sites. Business Analyst integrates datasets covering a wide range of topics including demographics, consumer spending, market potential, customer segmentation, business locations, traffic counts, and crime indexes, which can be overlaid spatially to produce customizable maps and uncover market intelligence. Data can be pulled for standard and custom geographies, allowing for valuable comparison between places. [Click to learn more.](#)



Conducted every ten years in years ending in zero, the **US Decennial Census of Population and Housing** is a complete count of each resident of the nation based on where they live on April 1st of the Census year. The Constitution mandates the enumeration to determine how to apportion the House of Representatives among the states. The latest release of the 2020 Census contains data for a limited number of variables, including: total population by race/ethnicity, population under 18, occupied and vacant housing units, and group quarters population. [Click to learn more.](#)



The **Local Area Unemployment Statistics** (LAUS) program estimates total employment and unemployment for approximately 7,500 geographic areas on a monthly basis, from the national level down to the city and town level. LAUS data is offered through the US Bureau of Labor Statistics (BLS) by combining data from the Current Population Survey (CPS), Current Employment Statistics (CES) survey, and state unemployment (UI) systems. [Click to learn more.](#)



ABOUT CAMOIN ASSOCIATES

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