

# **Global Cosmetics Foundation Market Size study & Forecast, by Product End User (Concealer Foundation Cream, Moisturizer Foundation Cream, Powder Foundation Cream and Others), by Application (Households, Entertainment Industry, Salons, and Others), by End User (Men, Women and Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Cosmetics Foundation Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% during the forecast period 2023-2030. The cosmetics industry is experiencing substantial growth globally, driven by several factors such as the expansion of global economies, shifts in lifestyles, and heightened demand for skincare and sun care products, influenced by diverse climatic conditions. A notable trend contributing to this growth is the increasing preference for natural ingredients in cosmetic formulations. Many manufacturers are aligning with this trend, responding to the rising consumer demand for natural and organic cosmetic products. The use of herbal ingredients not only addresses this demand but also minimizes potential side effects, thereby boosting the overall adoption of cosmetics.

The growing awareness and consciousness among consumers regarding the products they use are evident in the rising trend of incorporating natural or organic elements in cosmetics. This shift is particularly driven by a desire to avoid potential adverse effects associated with synthetic ingredients. The result is an increased acceptance and usage of cosmetics among individuals who prioritize the use of products that align with their preference for natural and herbal formulations.

Moreover, the evolving lifestyles of individuals play a pivotal role in shaping the

cosmetics foundation market. Consumers are becoming more conscious about integrating cosmetics into their daily routines as a means of enhancing their style quotient and overall personality. Cosmetics are recognized as essential tools for accentuating one's inherent beauty and physical features. This trend is not limited to any specific gender, as men are increasingly incorporating various cosmetic products, including fragrances and deodorants, into their daily grooming routines.

The key regions considered for the Global Cosmetics Foundation Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In the cosmetics foundation market, the Asia-Pacific region has demonstrated dominance, reflecting a robust market presence. Meanwhile, in North America, the United States stands out as the largest consumer of cosmetic foundation products. This is attributed to an increasing awareness among consumers in the U.S. regarding organic products, leading to a higher consumption of chemical-free cosmetic items compared to other regions.

One noteworthy trend in the U.S. market is the growing influence of adopting trending makeup looks, particularly contributing to the demand for liquid makeup products. The ease of availability of these products and their pocket-friendly pricing further contribute to the rising demand for liquid makeup in the region. As consumers prioritize organic and chemical-free options, the market for liquid makeup is anticipated to witness sustained growth in the coming years. In Europe, substantial growth is anticipated during the forecast period, with Germany emerging as a key player in the liquid makeup market in 2023. Consumers in Europe are undergoing a shift from conventional to organic products, and the region is witnessing a trend towards the adoption of a wide range of liquid makeup options. This includes products that vary in terms of color, size, shape, pattern, and price, creating a multitude of opportunities for the liquid makeup market in the region.

The overall growth in these regions is driven by factors such as increasing awareness of organic products, evolving consumer preferences towards chemical-free options, and the influence of makeup trends. In Europe, the availability of diverse liquid makeup options further enhances market opportunities. As these trends continue, the liquid makeup market is expected to flourish, meeting the demands of consumers seeking a variety of choices in the cosmetics foundation category.

Major market player included in this report are:

Proctor & Gamble Pvt. Ltd.

Sheseido Co, Ltd.

The Unilever Plc

Johnson & Johnson Limited

The Estee Lauder Companies, Inc  
Revlon Inc.  
Kao Corporation  
L'Oreal S.A.  
Lotus Herbals Pvt Ltd.  
Avon Products, Inc.

#### Recent Developments in the Market:

**Fenty Beauty Pro Filt'r Matte Longwear Foundation (June 21, 2023):** This new foundation from Fenty Beauty is designed for oily and combination skin types. It is said to be oil-free, sweat-resistant, and humidity-resistant, and it comes in a wide range of shades to suit all skin tones.

**NARS Light Reflecting Foundation (August 1, 2023):** This new foundation from NARS is said to provide a radiant, lit-from-within glow. It is also said to be lightweight and buildable, making it perfect for everyday wear.

**Maybelline Fit Me Matte + Poreless Foundation (October 1, 2023):** This new foundation from Maybelline is said to provide a natural, matte finish. It is also said to be oil-free and non-comedogenic, making it perfect for acne-prone skin.

#### Global Cosmetics Foundation Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product Type, Application, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it

also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Product End User offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product Type:**

Concealer Foundation Cream  
Moisturizer Foundation Cream  
Powder Foundation Cream  
Others

**By Application:**

Households  
Entertainment Industry  
Salons  
Others

**By End-User:**

Men  
Women  
Others

**By Region:**

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
Japan  
Australia  
South Korea

RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

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