

# **Global Face Concealer Market Size study, by Type (Liquid Concealer, Cream Concealer, Stick, Balm), by Gender (Men, Women, Unisex), by End User (Personal, Commercial), by Distribution Channel (Hypermarket/Supermarket, Specialty Stores, Online Sales Channel, Others) and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/G5F6A547B028EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G5F6A547B028EN

## **Abstracts**

Global Face Concealer Market is valued approximately at USD 8.03 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.61% over the forecast period 2024-2032. Concealer, a cornerstone in cosmetic routines, acts as a pivotal agent in achieving an even skin tone by masking dark circles, age spots, blemishes, and other imperfections. Its targeted application, primarily in specific areas of the face, differs from foundation and has garnered substantial popularity, particularly among women and professionals in the glamour industry. Manufacturers have catered to diverse skin tones by developing a variety of shades and hues, alongside introducing basic colors like red, orange, and green to enhance its utility. The widespread availability of concealers in different forms such as tubes, bottles, chapsticks, and powder kits, coupled with their easy accessibility in supermarkets, medical stores, department stores, and shopping malls, underpins the significant market growth.

The surge in demand for facial makeup, driven by the trend towards polished looks and groomed appearances, acts as a major catalyst for the growth of the global concealer market. The increasing disposable income and the rising number of working women further propel market expansion. Moreover, the availability of concealers on e-commerce platforms has significantly boosted sales, despite the associated risk of counterfeit products. Continuous efforts by manufacturers to develop chemical-free and

skin-friendly formulas to address potential skin damage issues enhance the product's appeal. Heightened awareness regarding physical appearance and the preference for organic products amplify the demand for natural-ingredient face makeup. The influence of social media, along with the trend of vlogging and creating unique content, fosters a positive market outlook. Additionally, the proliferation of salons and the burgeoning e-commerce industry, providing seamless access to products, doorstep deliveries, and secure payment methods, significantly drive market growth.

The key region in the Global Face Concealer Market includes North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. In 2023, the Asia-Pacific dominates the market in terms of revenue due to the rising adoption of western lifestyles, increasing population, and growing disposable incomes in countries like China and India. The North American market is expected to witness significant growth, driven by the considerable spending power of the region's working professionals. In Europe, the market is bolstered by advancements in the R&D sector and the increasing demand for various facial care products. The global face concealer market is also driven by the increasing demand for vegan and plant-based ingredients, propelled by the growing concern for animal welfare and environmental sustainability.

Major market players included in this report are:

Amway Corporation

Avon Products Inc

Bobbi Brown Professional Cosmetics, Inc.

Dior

Estee Lauder Companies

FSN E-Commerce Ventures Limited

L'Oreal S.A.

Oriflame Cosmetic S.A.

Pacifica Beauty

Revlon Inc

Shiseido Co., Ltd.

Skin Food Co Ltd

The Procter & Gamble Company

Unilever Plc

Weleda

The detailed segments and sub-segment of the market are explained below:

By Type:

Liquid Concealer

Cream Concealer

Stick

Balm

By Gender:

Men

Women

Unisex

By End User:

Personal

Commercial

By Distribution Channel:

*Global Face Concealer Market Size study, by Type (Liquid Concealer, Cream Concealer, Stick, Balm), by Gender (...)*

Hypermarket/Supermarket

Specialty Stores

Online Sales Channel

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 Latin America

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL FACE CONCEALER MARKET EXECUTIVE SUMMARY**

- 1.1. Global Face Concealer Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Type
  - 1.3.2. By Gender
  - 1.3.3. By End User
  - 1.3.4. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL FACE CONCEALER MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL FACE CONCEALER MARKET DYNAMICS**

*Global Face Concealer Market Size study, by Type (Liquid Concealer, Cream Concealer, Stick, Balm), by Gender (...)*

### 3.1. Market Drivers

- 3.1.1. Rising Trend of Polished Looks and Groomed Personalities
- 3.1.2. Increasing Disposable Income
- 3.1.3. Growth of E-Commerce Platforms

### 3.2. Market Challenges

- 3.2.1. Availability of Counterfeit Products
- 3.2.2. Potential Skin Damage from Chemical Combinations

### 3.3. Market Opportunities

- 3.3.1. Increasing Demand for Vegan and Organic Products
- 3.3.2. Expansion in Developing Regions
- 3.3.3. Innovations in Chemical-Free and Skin-Friendly Formulas

## **CHAPTER 4. GLOBAL FACE CONCEALER MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top investment opportunity

### 4.4. Top winning strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL FACE CONCEALER MARKET SIZE & FORECASTS BY TYPE 2022-2032**



### 5.1. Segment Dashboard

### 5.2. Global Face Concealer Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 5.2.1. Liquid Concealer
- 5.2.2. Cream Concealer
- 5.2.3. Stick
- 5.2.4. Balm

## **CHAPTER 6. GLOBAL FACE CONCEALER MARKET SIZE & FORECASTS BY GENDER 2022-2032**

### 6.1. Segment Dashboard

### 6.2. Global Face Concealer Market: Gender Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 6.2.1. Men
- 6.2.2. Women
- 6.2.3. Unisex

## **CHAPTER 7. GLOBAL FACE CONCEALER MARKET SIZE & FORECASTS BY END USER 2022-2032**

### 7.1. Segment Dashboard

### 7.2. Global Face Concealer Market: End User Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 7.2.1. Personal
- 7.2.2. Commercial

## **CHAPTER 8. GLOBAL FACE CONCEALER MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032**

### 8.1. Segment Dashboard

### 8.2. Global Face Concealer Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 8.2.1. Hypermarket/Supermarket
- 8.2.2. Specialty Stores
- 8.2.3. Online Sales Channel
- 8.2.4. Others

## **CHAPTER 9. GLOBAL FACE CONCEALER MARKET SIZE & FORECASTS BY**

## **REGION 2022-2032**

- 9.1. North America Face Concealer Market
  - 9.1.1. U.S. Face Concealer Market
    - 9.1.1.1. Type breakdown size & forecasts, 2022-2032
    - 9.1.1.2. Gender breakdown size & forecasts, 2022-2032
    - 9.1.1.3. End User breakdown size & forecasts, 2022-2032
    - 9.1.1.4. Distribution Channel breakdown size & forecasts, 2022-2032
  - 9.1.2. Canada Face Concealer Market
- 9.2. Europe Face Concealer Market
  - 9.2.1. UK Face Concealer Market
  - 9.2.2. Germany Face Concealer Market
  - 9.2.3. France Face Concealer Market
  - 9.2.4. Spain Face Concealer Market
  - 9.2.5. Italy Face Concealer Market
  - 9.2.6. Rest of Europe Face Concealer Market
- 9.3. Asia-Pacific Face Concealer Market
  - 9.3.1. China Face Concealer Market
  - 9.3.2. India Face Concealer Market
  - 9.3.3. Japan Face Concealer Market
  - 9.3.4. Australia Face Concealer Market
  - 9.3.5. South Korea Face Concealer Market
  - 9.3.6. Rest of Asia Pacific Face Concealer Market
- 9.4. Latin America Face Concealer Market
  - 9.4.1. Brazil Face Concealer Market
  - 9.4.2. Mexico Face Concealer Market
  - 9.4.3. Rest of Latin America Face Concealer Market
- 9.5. Middle East & Africa Face Concealer Market
  - 9.5.1. Saudi Arabia Face Concealer Market
  - 9.5.2. South Africa Face Concealer Market
  - 9.5.3. Rest of Middle East & Africa Face Concealer Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Key Company SWOT Analysis
  - 10.1.1. Company
  - 10.1.2. Company
  - 10.1.3. Company
- 10.2. Top Market Strategies

## 10.3. Company Profiles

### 10.3.1. Avon Products Inc

#### 10.3.1.1. Key Information

#### 10.3.1.2. Overview

#### 10.3.1.3. Financial (Subject to Data Availability)

#### 10.3.1.4. Product Summary

#### 10.3.1.5. Market Strategies

### 10.3.2. Bobbi Brown Professional Cosmetics, Inc.

### 10.3.3. Dior

### 10.3.4. FSN E-Commerce Ventures Limited

### 10.3.5. Oriflame Cosmetic S.A.

### 10.3.6. Pacifica Beauty

### 10.3.7. Revlon Inc

### 10.3.8. Shiseido Co., Ltd.

### 10.3.9. Skin Food Co Ltd

### 10.3.10. The Procter & Gamble Company

### 10.3.11. Unilever Plc

### 10.3.12. Weleda

### 10.3.13. Amway Corporation

### 10.3.14. Estee Lauder Companies

### 10.3.15. L'Oreal S.A.

## **CHAPTER 11. RESEARCH PROCESS**

### 11.1. Research Process

#### 11.1.1. Data Mining

#### 11.1.2. Analysis

#### 11.1.3. Market Estimation

#### 11.1.4. Validation

#### 11.1.5. Publishing

### 11.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Face Concealer market, report scope

TABLE 2. Global Face Concealer market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Face Concealer market estimates & forecasts by Type 2022-2032 (USD Billion)

TABLE 4. Global Face Concealer market estimates & forecasts by Gender 2022-2032 (USD Billion)

TABLE 5. Global Face Concealer market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 6. Global Face Concealer market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 7. Global Face Concealer market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Face Concealer market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Face Concealer market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Face Concealer market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Face Concealer market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Face Concealer market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Face Concealer market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Face Concealer market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Face Concealer market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Face Concealer market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Face Concealer market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Face Concealer market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Face Concealer market estimates & forecasts by segment

2022-2032 (USD Billion)

TABLE 20. Canada Face Concealer market estimates & forecasts by segment

2022-2032 (USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Face Concealer market, research methodology
- FIG 2. Global Face Concealer market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Face Concealer market, key trends 2023
- FIG 5. Global Face Concealer market, growth prospects 2022-2032
- FIG 6. Global Face Concealer market, porters 5 force model
- FIG 7. Global Face Concealer market, PESTEL analysis
- FIG 8. Global Face Concealer market, value chain analysis
- FIG 9. Global Face Concealer market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Face Concealer market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Face Concealer market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Face Concealer market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Face Concealer market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Face Concealer market, regional snapshot 2022 & 2032
- FIG 15. North America Face Concealer market 2022 & 2032 (USD Billion)
- FIG 16. Europe Face Concealer market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Face Concealer market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Face Concealer market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Face Concealer market 2022 & 2032 (USD Billion)
- FIG 20. Global Face Concealer market, company market share analysis (2023)

.....

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

## I would like to order

Product name: Global Face Concealer Market Size study, by Type (Liquid Concealer, Cream Concealer, Stick, Balm), by Gender (Men, Women, Unisex), by End User (Personal, Commercial), by Distribution Channel (Hypermarket/Supermarket, Specialty Stores, Online Sales Channel, Others) and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G5F6A547B028EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G5F6A547B028EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970