

# Global Liquid Makeup Market Size study, by Product (Foundation, Eye Products, Concealer, Lip Products, Others) by Distribution Channel (Online, Offline) and Regional Forecasts 2022-2028

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## Abstracts

Global Liquid Makeup Market is valued approximately USD 7.7 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.40% over the forecast period 2022-2028. The market's expansion is dependent on the worldwide consumer trend toward well-being. The worldwide market for beauty and personal care is being pushed by shifting consumer behaviour trends. Personal health and sustainable growth are increasingly top of mind for shoppers, particularly when it comes to cosmetic purchases. The increased disposable income of customers is driving greater demand for liquid cosmetic products.. The introduction of e-commerce platforms has made liquid cosmetics available to people all over the world. As a consequence of increased internet usage and customer preference for shopping applications, significant industry participants are rapidly developing e-commerce websites in very appealing regions. Along with discounts and one-of-a-kind bargains, internet firms reward individuals who join their online community. As per Company source, Arianna Grande, an American singer, debuted her new cosmetic business R.E.M Beauty on Instagram in 2020. Lip stain markers and liquid eye shadows are among the products available. Male shoppers worldwide are interested in beauty and cosmetics, in addition to women. Brands are seeing this trend and making steps to promote inclusion for this demographic. Perfect Diary, a prominent C-beauty (China beauty) company, for example, announced a cooperation with the National Gymnastics Team to manufacture a line of men's goods in July 2020 and introduced its first male beauty products in July 2020. However, rising knowledge about negative consequences impedes market expansion throughout the projection period of 2022-2028.

The key regions considered for the Global Liquid Makeup Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America emerged as the market leader. The United States is the world's greatest user of liquid cosmetics. Consumers are becoming more conscious of organic products, and as a result, consumption of chemical-free products is higher in the United States than in other areas. Furthermore, the rising impact of adopting a trendy makeup style is projected to increase the region's need for liquid cosmetics. Furthermore, factors such as simple product availability and affordable price are projected to drive demand for liquid cosmetics in the future years. In terms of revenue, Europe is expected to grow at the fastest CAGR throughout the projection period.

Major market player included in this report are:

Shiseido Co., Ltd.

FENTY BEAUTY

Benefit Cosmetics LLC

Est?e Lauder Inc.

Dior

L'Oreal Paris

The Avon Company

KIKO USA, Inc. (KIKO MILANO)

HUDA BEAUTY

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Foundation

Eye Products

Concealer

Lip Products

Others

By Distribution Channel:

Online

Offline

**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

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Liquid Makeup Market in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
  - 1.2.1. Liquid Makeup Market, by Region, 2020-2028 (USD Billion)
  - 1.2.2. Liquid Makeup Market, by Product, 2020-2028 (USD Billion)
  - 1.2.3. Liquid Makeup Market, by Distribution Channel, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL LIQUID MAKEUP MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL LIQUID MAKEUP MARKET DYNAMICS

- 3.1. Liquid Makeup Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Changing consumer behaviour patterns for beauty and personal care
    - 3.1.1.2. Advent of e-commerce channels
  - 3.1.2. Market Challenges
    - 3.1.2.1. Rising knowledge about negative consequences
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Technological improvements in Liquid Makeup
    - 3.1.3.2. Increasing Male preference for make up

### CHAPTER 4. GLOBAL LIQUID MAKEUP 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 (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL LIQUID MAKEUP MARKET, BY PRODUCT**

- 6.1. Market Snapshot
- 6.2. Global Liquid Makeup Market by Product, Performance - Potential Analysis
- 6.3. Global Liquid Makeup Market Estimates & Forecasts by Product 2018-2028 (USD Billion)
- 6.4. Liquid Makeup Market, Sub Segment Analysis
  - 6.4.1. Foundation
  - 6.4.2. Eye Products
  - 6.4.3. Concealer
  - 6.4.4. Lip Products
  - 6.4.5. Others

## **CHAPTER 7. GLOBAL LIQUID MAKEUP MARKET, BY DISTRIBUTION CHANNEL**

- 7.1. Market Snapshot
- 7.2. Global Liquid Makeup Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Liquid Makeup Market Estimates & Forecasts by Distribution Channel 2018-2028 (USD Billion)

## 7.4. Liquid Makeup Market, Sub Segment Analysis

- 7.4.1. Online
- 7.4.2. Offline

## **CHAPTER 8. GLOBAL LIQUID MAKEUP MARKET, REGIONAL ANALYSIS**

### 8.1. Liquid Makeup Market, Regional Market Snapshot

### 8.2. North America Liquid Makeup Market

#### 8.2.1. U.S. Liquid Makeup Market

##### 8.2.1.1. Product breakdown estimates & forecasts, 2018-2028

##### 8.2.1.2. Distribution Channel breakdown estimates & forecasts, 2018-2028

#### 8.2.2. Canada Liquid Makeup Market

### 8.3. Europe Liquid Makeup Market Snapshot

#### 8.3.1. U.K. Liquid Makeup Market

#### 8.3.2. Germany Liquid Makeup Market

#### 8.3.3. France Liquid Makeup Market

#### 8.3.4. Spain Liquid Makeup Market

#### 8.3.5. Italy Liquid Makeup Market

#### 8.3.6. Rest of Europe Liquid Makeup Market

### 8.4. Asia-Pacific Liquid Makeup Market Snapshot

#### 8.4.1. China Liquid Makeup Market

#### 8.4.2. India Liquid Makeup Market

#### 8.4.3. Japan Liquid Makeup Market

#### 8.4.4. Australia Liquid Makeup Market

#### 8.4.5. South Korea Liquid Makeup Market

#### 8.4.6. Rest of Asia Pacific Liquid Makeup Market

### 8.5. Latin America Liquid Makeup Market Snapshot

#### 8.5.1. Brazil Liquid Makeup Market

#### 8.5.2. Mexico Liquid Makeup Market

### 8.6. Rest of The World Liquid Makeup Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

### 9.1. Top Market Strategies

### 9.2. Company Profiles

#### 9.2.1. Shiseido Co., Ltd.

##### 9.2.1.1. Key Information

##### 9.2.1.2. Overview

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

- 9.2.1.4. Product Summary
- 9.2.1.5. Recent Developments
- 9.2.2. FENTY BEAUTY
- 9.2.3. Benefit Cosmetics LLC
- 9.2.4. Est?e Lauder Inc.
- 9.2.5. Dior
- 9.2.6. L'Oreal Paris
- 9.2.7. The Avon Company
- 9.2.8. KIKO USA, Inc. (KIKO MILANO)
- 9.2.9. HUDA BEAUTY

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Liquid Makeup Market, report scope
- TABLE 2. Global Liquid Makeup Market estimates & forecasts by Region 2018-2028 (USD Billion)
- TABLE 3. Global Liquid Makeup Market estimates & forecasts by Product 2018-2028 (USD Billion)
- TABLE 4. Global Liquid Makeup Market estimates & forecasts by Distribution Channel 2018-2028 (USD Billion)
- TABLE 5. Global Liquid Makeup Market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 6. Global Liquid Makeup Market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 7. Global Liquid Makeup Market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 8. Global Liquid Makeup Market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 9. Global Liquid Makeup Market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 10. Global Liquid Makeup Market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 11. Global Liquid Makeup Market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 12. Global Liquid Makeup Market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 13. Global Liquid Makeup Market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 14. Global Liquid Makeup Market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 15. U.S. Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 16. U.S. Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 17. U.S. Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 18. Canada Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 19. Canada Liquid Makeup Market estimates & forecasts by segment



2018-2028 (USD Billion)

TABLE 20. Canada Liquid Makeup Market estimates & forecasts by segment

2018-2028 (USD Billion)

TABLE 21. UK Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 22. UK Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 23. UK Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 24. Germany Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 25. Germany Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 26. Germany Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 27. RoE Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 28. RoE Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 29. RoE Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 30. China Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 31. China Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 32. China Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 33. India Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 34. India Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 35. India Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 36. Japan Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 37. Japan Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 38. Japan Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 39. RoAPAC Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 40. RoAPAC Liquid Makeup Market estimates & forecasts by segment

2018-2028 (USD Billion)

TABLE 41. RoAPAC Liquid Makeup Market estimates & forecasts by segment

2018-2028 (USD Billion)

TABLE 42. Brazil Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 43. Brazil Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 44. Brazil Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 45. Mexico Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 46. Mexico Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 47. Mexico Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 48. RoLA Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 49. RoLA Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 50. RoLA Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 51. Row Liquid Makeup Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 52. Row Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 53. Row Liquid Makeup Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Liquid Makeup Market

TABLE 55. List of primary sources, used in the study of global Liquid Makeup Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Liquid Makeup Market, research methodology
- FIG 2. Global Liquid Makeup Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Liquid Makeup Market, key trends 2021
- FIG 5. Global Liquid Makeup Market, growth prospects 2022-2028
- FIG 6. Global Liquid Makeup Market, porters 5 force model
- FIG 7. Global Liquid Makeup Market, pest analysis
- FIG 8. Global Liquid Makeup Market, value chain analysis
- FIG 9. Global Liquid Makeup Market by segment, 2018 & 2028 (USD Billion)
- FIG 10. Global Liquid Makeup Market by segment, 2018 & 2028 (USD Billion)
- FIG 11. Global Liquid Makeup Market by segment, 2018 & 2028 (USD Billion)
- FIG 12. Global Liquid Makeup Market by segment, 2018 & 2028 (USD Billion)
- FIG 13. Global Liquid Makeup Market by segment, 2018 & 2028 (USD Billion)
- FIG 14. Global Liquid Makeup Market, regional snapshot 2018 & 2028
- FIG 15. North America Liquid Makeup Market 2018 & 2028 (USD Billion)
- FIG 16. Europe Liquid Makeup Market 2018 & 2028 (USD Billion)
- FIG 17. Asia pacific Liquid Makeup Market 2018 & 2028 (USD Billion)
- FIG 18. Latin America Liquid Makeup Market 2018 & 2028 (USD Billion)
- FIG 19. Global Liquid Makeup Market, company Market share analysis (2021)

## I would like to order

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