

Global Makeup Base Market Size study, by Type (Primer, Concealer, Foundation, Others (Moisturizer, Sunscreen Lotion, Powder, etc.)) by Ingredient (Synthetic, Organic), by End use industry (Personal Use, Professional Use), and Regional Forecasts 2021-2027

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Abstracts

Global Makeup Base Market is valued approximately at USD 13.5 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.10% over the forecast period 2021-2027. Makeup base is used to make the skin texture smooth and evenly toned before applying any kind of makeup. The Makeup Base market is being driven by growing millennial population, growth in spending by young women on cosmetics and increase in income in developing countries. Furthermore, due to urbanization and development the number of women working in industries has increased and the aspiration to look young and beautiful has increased while going outside to work which is enhancing the market. For instance, China in Asia is one of the fastest growing nation in the field of beauty and care products, The retail trade revenue of makeup was USD 11 billion in 2009 which rose to USD 35 billion in 2020. However, rising awareness about the harmful impacts of chemical-based products may impede market growth over the forecast period of 2021-2027.

The regional analysis of the Makeup Base Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific is a significant region across the world in terms of market share due to growing population and enhanced standards of living have stimulated product demand in the region. Whereas North America is also anticipated to exhibit the highest CAGR over the forecast period 2021-2027 due to growing development and increasing number

of working women over the forecasted period.

Major market player included in this report are:

L'OREAL.

The Est?e Lauder Companies Inc.

Unilever

Shiseido Cosmetics

Coty Inc.

LVMH Mo?t Hennessy – Louis Vuitton

Avon Products, Inc.

Amorepacific Corporation

Chanel S.A.

Mary Kay Inc.

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 Type:

Primer

Concealer

Foundation

Others (Moisturizer, Sunscreen Lotion, Powder, etc.) Vacuum Deposition

By Ingredient:

Synthetic

Organic

By End use:

Personal Use

Professional Use

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
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Makeup Base (PSF) Market in Market Study:

Key Consulting Companies & 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, 2019-2027 (USD Billion)
 - 1.2.1. Makeup Base Market , by Region, 2019-2027 (USD Billion)
 - 1.2.2. Makeup Base Market , by Type, 2019-2027 (USD Billion)
 - 1.2.3. Makeup Base Market , by Ingredient , 2019-2027 (USD Billion)
 - 1.2.4. Makeup Base Market , by End-use, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL MAKEUP BASE 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 MAKEUP BASE MARKET DYNAMICS

- 3.1. Makeup Base Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increase in disposable income
 - 3.1.1.2. Increase in millennial population and growth in spending on cosmetics
 - 3.1.2. Market Restraint
 - 3.1.2.1. Rising awareness about the harmful impacts of chemical-based market
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increase in demand for organic products

CHAPTER 4. GLOBAL MAKEUP BASE 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 (2018-2027)
- 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

CHAPTER 5. GLOBAL MAKEUP BASE MARKET , BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Makeup Base Market by Type, Performance - Potential Analysis
- 5.3. Global Makeup Base Market Estimates & Forecasts by Type 2018-2027 (USD Billion)
- 5.4. Makeup Base Market , Sub Segment Analysis
 - 5.4.1. Primer
 - 5.4.2. Concealer
 - 5.4.3. Foundation
 - 5.4.4. Others (Moisturizer, Sunscreen Lotion, Powder, etc.)

CHAPTER 6. GLOBAL MAKEUP BASE MARKET , BY INGREDIENT

- a. Market Snapshot
- 6.1. Global Makeup Base Market by Ingredient, Performance - Potential Analysis
- 6.2. Global Makeup Base Market Estimates & Forecasts by Ingredient 2018-2027 (USD Billion)
- 6.3. Makeup Base Market , Sub Segment Analysis
 - 6.3.1. Synthetic
 - 6.3.2. Organic

CHAPTER 7. GLOBAL MAKEUP BASE MARKET , BY END-USE

- b. Market Snapshot
- 7.1. Global Makeup Base Market by End-use, Performance - Potential Analysis
- 7.2. Global Makeup Base Market Estimates & Forecasts by End-use 2018-2027 (USD

Billion)

7.3. Makeup Base Market , Sub Segment Analysis

7.3.1. Personal Use

7.3.2. Professional Use

CHAPTER 8. GLOBAL MAKEUP BASE MARKET , REGIONAL ANALYSIS

8.1. Makeup Base Market , Regional Market Snapshot

8.2. North America Makeup Base Market

8.2.1. U.S. Makeup Base Market

8.2.1.1. Type breakdown estimates & forecasts, 2018-2027

8.2.1.2. Ingredient breakdown estimates & forecasts, 2018-2027

8.2.1.3. End-use breakdown estimates & forecasts, 2018-2027

8.2.2. Canada Makeup Base Market

8.3. Europe Makeup Base Market Snapshot

8.3.1. U.K. Makeup Base Market

8.3.2. Germany Makeup Base Market

8.3.3. France Makeup Base Market

8.3.4. Spain Makeup Base Market

8.3.5. Italy Makeup Base Market

8.3.6. Rest of Europe Makeup Base Market

8.4. Asia-Pacific Makeup Base Market Snapshot

8.4.1. China Makeup Base Market

8.4.2. India Makeup Base Market

8.4.3. Japan Makeup Base Market

8.4.4. Australia Makeup Base Market

8.4.5. South Korea Makeup Base Market

8.4.6. Rest of Asia Pacific Makeup Base Market

8.5. Latin America Makeup Base Market Snapshot

8.5.1. Brazil Makeup Base Market

8.5.2. Mexico Makeup Base Market

8.6. Rest of The World Makeup Base Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

9.2.1. L'OREAL

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. The Est?e Lauder Companies Inc.
- 9.2.3. Unilever
- 9.2.4. Shiseido Cosmetics
- 9.2.5. Coty Inc.
- 9.2.6. LVMH Mo?t Hennessy – Louis Vuitton
- 9.2.7. Avon Products, Inc.
- 9.2.8. Amorepacific Corporation
- 9.2.9. Chanel S.A.
- 9.2.10. Mary Kay Inc.

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 2. Global Makeup Base Market , report scope

TABLE 3. Global Makeup Base Market estimates & forecasts by region 2018-2027
(USD Billion)

TABLE 4. Global Makeup Base Market estimates & forecasts by Type 2018-2027 (USD Billion)

TABLE 5. Global Makeup Base Market estimates & forecasts by Ingredient 2018-2027
(USD Billion)

TABLE 6. Global Makeup Base Market estimates & forecasts by End-use 2018-2027
(USD Billion)

TABLE 7. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 8. Global Makeup Base Market by region, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 9. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 10. Global Makeup Base Market by region, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 11. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 12. Global Makeup Base Market by region, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 13. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 14. Global Makeup Base Market by region, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 15. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 16. Global Makeup Base Market by region, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 17. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 18. Global Makeup Base Market by region, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 19. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027
(USD Billion)

TABLE 20. Global Makeup Base Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. Global Makeup Base Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. Global Makeup Base Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 23. U.S. Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 24. U.S. Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. U.S. Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Canada Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 27. Canada Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. Canada Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. UK Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 30. UK Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. UK Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. Germany Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 33. Germany Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. Germany Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. France Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 36. France Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. France Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Spain Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 39. Spain Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 40. Spain Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. Italy Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 42. Italy Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 43. Italy Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. ROE Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 45. ROE Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 46. ROE Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. China Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 48. China Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 49. China Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. India Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 51. India Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 52. India Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Japan Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 54. Japan Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 55. Japan Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 56. Australia Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 57. Australia Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 58. Australia Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 59. South Korea Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 60. South Korea Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 61. South Korea Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 62. ROPAC Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 63. ROPAC Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 64. ROPAC Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 65. Brazil Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 66. Brazil Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 67. Brazil Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 68. Mexico Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 69. Mexico Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 70. Mexico Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 71. ROLA Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 72. ROLA Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 73. ROLA Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 74. ROW Makeup Base Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 75. ROW Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 76. ROW Makeup Base Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 77. List of secondary sources used in the study of global Makeup Base Market .

TABLE 78. List of primary sources used in the study of global Makeup Base Market .

TABLE 79. Years considered for the study.

TABLE 80. Exchange rates considered.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Makeup Base Market , research methodology
- FIG 2. Global Makeup Base Market , market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Makeup Base Market , key trends 2020
- FIG 5. Global Makeup Base Market , growth prospects 2021-2027
- FIG 6. Global Makeup Base Market , porters 5 force model
- FIG 7. Global Makeup Base Market , pest analysis
- FIG 8. Global Makeup Base Market , value chain analysis
- FIG 9. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 15. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 16. Global Makeup Base Market by segment, 2018 & 2027 (USD Billion)
- FIG 17. Global Makeup Base Market , regional snapshot 2018 & 2027
- FIG 18. North America Makeup Base Market 2018 & 2027 (USD Billion)
- FIG 19. Europe Makeup Base Market 2018 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Makeup Base Market 2018 & 2027 (USD Billion)
- FIG 21. Latin America Makeup Base Market 2018 & 2027 (USD Billion)
- FIG 22. Global Makeup Base Market , company market share analysis (2020)

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