

Global Lipgloss Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Lip gloss is a cosmetic product used primarily to give lips a glossy, shiny appearance. It is typically available in liquid or soft solid form and is often sold in small tubes or pots. Lip gloss is popular among consumers for its ability to add shine, moisture, and sometimes color to the lips. In the beauty industry, lip gloss is positioned as a versatile product that can be used on its own or layered over lipstick to enhance the overall look.

The global lip gloss market size in 2023 was approximately USD 1.2 billion. The market is expected to grow at a Compound Annual Growth Rate (CAGR) of 6.78% from 2024 to 2032. Several factors are driving this growth, including the increasing focus on personal grooming and appearance, the rise of social media influencing beauty trends, and the growing demand for multipurpose cosmetic products.

One key trend in the lip gloss market is the shift towards clean and sustainable beauty products. Consumers are becoming more conscious of the ingredients used in cosmetics and are actively seeking products that are environmentally friendly and cruelty-free. Many brands are responding to this trend by formulating lip glosses with natural ingredients and sustainable packaging to attract eco-conscious consumers.

Another significant trend is the popularity of influencer collaborations and limited edition releases. Beauty influencers and celebrities often partner with cosmetic brands to create exclusive lip gloss shades or collections. These collaborations generate hype and drive sales as consumers are drawn to unique and trendy products endorsed by their favorite influencers.

Additionally, the market is witnessing a surge in demand for long-lasting and hydrating lip gloss formulas. Brands are innovating by introducing lip glosses infused with moisturizing ingredients like hyaluronic acid and vitamin E to provide hydration and comfort to the lips while delivering a high-shine finish. This trend caters to consumers looking for lip products that offer both aesthetic appeal and skincare benefits.

In terms of regional market distribution, North America and Europe are leading markets for lip gloss, driven by strong consumer purchasing power and a well-established beauty industry. In these regions, factors such as celebrity endorsements, social media influence, and a diverse range of product offerings contribute to market dominance. Asia-Pacific is also a significant market due to the growing influence of K-beauty and J-beauty trends, which emphasize natural-looking makeup and dewy finishes.

Despite the positive growth outlook, the lip gloss market faces challenges such as increasing competition from lipsticks and liquid lipsticks, which offer longer wear time and more intense pigmentation. Additionally, the market is sensitive to changing consumer preferences and trends, requiring brands to stay agile and innovative to maintain relevance and sustain growth in the competitive beauty landscape.

In conclusion, the lip gloss market is poised for steady growth driven by evolving consumer preferences, sustainability trends, and product innovations. Brands that can adapt to these market dynamics, capitalize on key trends, and differentiate their offerings are likely to succeed in this competitive market.

This report provides a deep insight into the global Lipgloss market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Lipgloss Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Lipgloss market in any manner.

Global Lipgloss Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

L'Oreal

PG

Estee Lauder

Relvon

LVMH

Shiseido

Chanel

ROHTO

Beiersdorf

DHC

Armani

Avon

Jahwa

JALA

Market Segmentation (by Type)

Matte Color Lipgloss

Light Color Lipgloss

Market Segmentation (by Application)

Offline Sales

Online Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Lipgloss Market

Overview of the regional outlook of the Lipgloss Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights,

product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Lipgloss Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Lipgloss

1.2 Key Market Segments

1.2.1 Lipgloss Segment by Type

1.2.2 Lipgloss Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 LIPGLOSS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Lipgloss Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Lipgloss Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 LIPGLOSS MARKET COMPETITIVE LANDSCAPE

3.1 Global Lipgloss Sales by Manufacturers (2019-2024)

3.2 Global Lipgloss Revenue Market Share by Manufacturers (2019-2024)

3.3 Lipgloss Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Lipgloss Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Lipgloss Sales Sites, Area Served, Product Type

3.6 Lipgloss Market Competitive Situation and Trends

3.6.1 Lipgloss Market Concentration Rate

3.6.2 Global 5 and 10 Largest Lipgloss Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 LIPGLOSS INDUSTRY CHAIN ANALYSIS

4.1 Lipgloss Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF LIPGLOSS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 LIPGLOSS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Lipgloss Sales Market Share by Type (2019-2024)

6.3 Global Lipgloss Market Size Market Share by Type (2019-2024)

6.4 Global Lipgloss Price by Type (2019-2024)

7 LIPGLOSS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Lipgloss Market Sales by Application (2019-2024)

7.3 Global Lipgloss Market Size (M USD) by Application (2019-2024)

7.4 Global Lipgloss Sales Growth Rate by Application (2019-2024)

8 LIPGLOSS MARKET SALES BY REGION

8.1 Global Lipgloss Sales by Region

8.1.1 Global Lipgloss Sales by Region

8.1.2 Global Lipgloss Sales Market Share by Region

8.2 Global Lipgloss Market Size by Region

8.2.1 Global Lipgloss Market Size by Region

8.2.2 Global Lipgloss Market Size Market Share by Region

8.3 North America

8.3.1 North America Lipgloss Sales by Country

8.3.2 North America Lipgloss Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Lipgloss Sales by Country

8.4.2 Europe Lipgloss Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Lipgloss Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Lipgloss Market Size by Region

8.6.2 Asia Pacific Lipgloss Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Lipgloss Sales by Country

8.7.2 South America Lipgloss Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Lipgloss Sales by Region

8.8.2 Middle East and Africa Lipgloss Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 LIPGLOSS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Lipgloss by Region (2019-2024)
- 9.2 Global Lipgloss Revenue Market Share by Region (2019-2024)
- 9.3 Global Lipgloss Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Lipgloss Production
 - 9.4.1 North America Lipgloss Production Growth Rate (2019-2024)
 - 9.4.2 North America Lipgloss Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Lipgloss Production
 - 9.5.1 Europe Lipgloss Production Growth Rate (2019-2024)
 - 9.5.2 Europe Lipgloss Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Lipgloss Production (2019-2024)
 - 9.6.1 Japan Lipgloss Production Growth Rate (2019-2024)
 - 9.6.2 Japan Lipgloss Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Lipgloss Production (2019-2024)
 - 9.7.1 China Lipgloss Production Growth Rate (2019-2024)
 - 9.7.2 China Lipgloss Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 L'Oreal
 - 10.1.1 L'Oreal Lipgloss Basic Information
 - 10.1.2 L'Oreal Lipgloss Product Overview
 - 10.1.3 L'Oreal Lipgloss Product Market Performance
 - 10.1.4 L'Oreal Business Overview
 - 10.1.5 L'Oreal Lipgloss SWOT Analysis
 - 10.1.6 L'Oreal Recent Developments
- 10.2 PG
 - 10.2.1 PG Lipgloss Basic Information
 - 10.2.2 PG Lipgloss Product Overview
 - 10.2.3 PG Lipgloss Product Market Performance
 - 10.2.4 PG Business Overview
 - 10.2.5 PG Lipgloss SWOT Analysis

10.2.6 PG Recent Developments

10.3 Estee Lauder

10.3.1 Estee Lauder Lipgloss Basic Information

10.3.2 Estee Lauder Lipgloss Product Overview

10.3.3 Estee Lauder Lipgloss Product Market Performance

10.3.4 Estee Lauder Lipgloss SWOT Analysis

10.3.5 Estee Lauder Business Overview

10.3.6 Estee Lauder Recent Developments

10.4 Relvon

10.4.1 Relvon Lipgloss Basic Information

10.4.2 Relvon Lipgloss Product Overview

10.4.3 Relvon Lipgloss Product Market Performance

10.4.4 Relvon Business Overview

10.4.5 Relvon Recent Developments

10.5 LVMH

10.5.1 LVMH Lipgloss Basic Information

10.5.2 LVMH Lipgloss Product Overview

10.5.3 LVMH Lipgloss Product Market Performance

10.5.4 LVMH Business Overview

10.5.5 LVMH Recent Developments

10.6 Shiseido

10.6.1 Shiseido Lipgloss Basic Information

10.6.2 Shiseido Lipgloss Product Overview

10.6.3 Shiseido Lipgloss Product Market Performance

10.6.4 Shiseido Business Overview

10.6.5 Shiseido Recent Developments

10.7 Chanel

10.7.1 Chanel Lipgloss Basic Information

10.7.2 Chanel Lipgloss Product Overview

10.7.3 Chanel Lipgloss Product Market Performance

10.7.4 Chanel Business Overview

10.7.5 Chanel Recent Developments

10.8 ROHTO

10.8.1 ROHTO Lipgloss Basic Information

10.8.2 ROHTO Lipgloss Product Overview

10.8.3 ROHTO Lipgloss Product Market Performance

10.8.4 ROHTO Business Overview

10.8.5 ROHTO Recent Developments

10.9 Beiersdorf

- 10.9.1 Beiersdorf Lipgloss Basic Information
- 10.9.2 Beiersdorf Lipgloss Product Overview
- 10.9.3 Beiersdorf Lipgloss Product Market Performance
- 10.9.4 Beiersdorf Business Overview
- 10.9.5 Beiersdorf Recent Developments
- 10.10 DHC
 - 10.10.1 DHC Lipgloss Basic Information
 - 10.10.2 DHC Lipgloss Product Overview
 - 10.10.3 DHC Lipgloss Product Market Performance
 - 10.10.4 DHC Business Overview
 - 10.10.5 DHC Recent Developments
- 10.11 Armani
 - 10.11.1 Armani Lipgloss Basic Information
 - 10.11.2 Armani Lipgloss Product Overview
 - 10.11.3 Armani Lipgloss Product Market Performance
 - 10.11.4 Armani Business Overview
 - 10.11.5 Armani Recent Developments
- 10.12 Avon
 - 10.12.1 Avon Lipgloss Basic Information
 - 10.12.2 Avon Lipgloss Product Overview
 - 10.12.3 Avon Lipgloss Product Market Performance
 - 10.12.4 Avon Business Overview
 - 10.12.5 Avon Recent Developments
- 10.13 Jahwa
 - 10.13.1 Jahwa Lipgloss Basic Information
 - 10.13.2 Jahwa Lipgloss Product Overview
 - 10.13.3 Jahwa Lipgloss Product Market Performance
 - 10.13.4 Jahwa Business Overview
 - 10.13.5 Jahwa Recent Developments
- 10.14 JALA
 - 10.14.1 JALA Lipgloss Basic Information
 - 10.14.2 JALA Lipgloss Product Overview
 - 10.14.3 JALA Lipgloss Product Market Performance
 - 10.14.4 JALA Business Overview
 - 10.14.5 JALA Recent Developments

11 LIPGLOSS MARKET FORECAST BY REGION

11.1 Global Lipgloss Market Size Forecast

11.2 Global Lipgloss Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Lipgloss Market Size Forecast by Country

11.2.3 Asia Pacific Lipgloss Market Size Forecast by Region

11.2.4 South America Lipgloss Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Lipgloss by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Lipgloss Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Lipgloss by Type (2025-2032)

12.1.2 Global Lipgloss Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Lipgloss by Type (2025-2032)

12.2 Global Lipgloss Market Forecast by Application (2025-2032)

12.2.1 Global Lipgloss Sales (K Units) Forecast by Application

12.2.2 Global Lipgloss Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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