

Global Liquid Makeup Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GBA7CB328F69EN.html>

Date: December 2024

Pages: 164

Price: US\$ 2,800.00 (Single User License)

ID: GBA7CB328F69EN

Abstracts

Report Overview

Liquid makeup, also known as liquid foundation, is a cosmetic product used to even out skin tone and provide coverage. It is a key component of many individuals' daily beauty routines and plays a significant role in the cosmetics industry. The market for liquid makeup is characterized by a wide range of products catering to diverse skin types, tones, and preferences, making it a highly competitive segment within the beauty industry.

As of 2023, the global market size for liquid makeup stands at approximately \$7.6 billion. This substantial market size is driven by factors such as increasing beauty consciousness among consumers, the rise of social media influencing beauty trends, and the growing demand for products that offer skincare benefits alongside coverage. Looking ahead, the market is projected to grow at a Compound Annual Growth Rate (CAGR) of 6.78% from 2024 to 2032, reaching an estimated value of \$12.4 billion by the end of the forecast period.

Several key growth drivers fuel the expansion of the liquid makeup market. One significant factor is the growing focus on personal grooming and appearance enhancement, driven by social media platforms like Instagram and YouTube, where beauty influencers showcase makeup trends and techniques. Additionally, the increasing adoption of makeup products by men, along with the rising trend of gender-neutral beauty, is expanding the consumer base for liquid makeup products.

Moreover, advancements in formulation technologies have led to the development of liquid makeup products that offer long-lasting wear, lightweight feel, and skincare

benefits such as hydration, sun protection, and anti-aging properties. These innovations cater to consumer preferences for multifunctional products that deliver both cosmetic and skincare benefits, thereby driving market growth.

In terms of market trends, the liquid makeup segment is witnessing several notable developments. One prominent trend is the rising demand for clean and sustainable beauty products, prompting brands to offer liquid makeup formulations free from harmful chemicals, cruelty-free, and packaged in eco-friendly materials. This trend aligns with the increasing consumer awareness of environmental issues and the preference for ethical and transparent beauty brands.

Another trend shaping the liquid makeup market is the customization and personalization of products to meet individual consumer needs. Brands are offering a wide range of shades to cater to diverse skin tones, undertones, and preferences, as well as customizable coverage levels and finishes to provide a personalized makeup experience for consumers.

Regional market distribution in the liquid makeup segment is led by North America and Europe, driven by high consumer spending on beauty products, strong presence of leading cosmetics brands, and a culture that values personal grooming and self-expression through makeup. In Asia-Pacific, particularly in countries like China, Japan, and South Korea, the market is growing rapidly due to the influence of K-beauty trends, increasing disposable incomes, and a growing young population interested in beauty products.

Despite the positive growth prospects, the liquid makeup market faces challenges such as the saturation of the market with numerous brands and products, leading to intense competition and price wars. Additionally, the industry must address concerns related to inclusivity and diversity, ensuring that products cater to a wide range of skin tones and types to meet the needs of all consumers. Moreover, the impact of the COVID-19 pandemic on consumer behavior, supply chains, and retail channels has necessitated adaptation and innovation within the liquid makeup market to remain resilient in the face of ongoing uncertainties.

In conclusion, the liquid makeup market presents significant growth opportunities driven by factors such as evolving consumer preferences, technological advancements, and the influence of social media. Brands that focus on innovation, sustainability, inclusivity, and personalized experiences are likely to succeed in this competitive market landscape. By staying attuned to market trends, consumer preferences, and regional

dynamics, companies can navigate challenges and capitalize on the expanding market for liquid makeup products.

This report provides a deep insight into the global Liquid Makeup 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 Liquid Makeup 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 Liquid Makeup market in any manner.

Global Liquid Makeup 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

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

Chanel

Unilever

Ryohin Keikau

YOJIYA Inc.

Kao Beauty Brands

Nippon Shikizai Inc.

KIKO Milano

Market Segmentation (by Type)

Foundation

Eye Products

Concealer

Lip Products

Others

Market Segmentation (by Application)

Online

Offline

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 Liquid Makeup Market

Overview of the regional outlook of the Liquid Makeup 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 Liquid Makeup 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 Liquid Makeup

1.2 Key Market Segments

1.2.1 Liquid Makeup Segment by Type

1.2.2 Liquid Makeup 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 LIQUID MAKEUP MARKET OVERVIEW

2.1 Global Market Overview

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

2.1.2 Global Liquid Makeup Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 LIQUID MAKEUP MARKET COMPETITIVE LANDSCAPE

3.1 Global Liquid Makeup Sales by Manufacturers (2019-2024)

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

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

3.4 Global Liquid Makeup Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Liquid Makeup Sales Sites, Area Served, Product Type

3.6 Liquid Makeup Market Competitive Situation and Trends

3.6.1 Liquid Makeup Market Concentration Rate

3.6.2 Global 5 and 10 Largest Liquid Makeup Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 LIQUID MAKEUP INDUSTRY CHAIN ANALYSIS

- 4.1 Liquid Makeup 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 LIQUID MAKEUP 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 LIQUID MAKEUP MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Liquid Makeup Sales Market Share by Type (2019-2024)
- 6.3 Global Liquid Makeup Market Size Market Share by Type (2019-2024)
- 6.4 Global Liquid Makeup Price by Type (2019-2024)

7 LIQUID MAKEUP MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Liquid Makeup Market Sales by Application (2019-2024)
- 7.3 Global Liquid Makeup Market Size (M USD) by Application (2019-2024)
- 7.4 Global Liquid Makeup Sales Growth Rate by Application (2019-2024)

8 LIQUID MAKEUP MARKET SALES BY REGION

- 8.1 Global Liquid Makeup Sales by Region
 - 8.1.1 Global Liquid Makeup Sales by Region
 - 8.1.2 Global Liquid Makeup Sales Market Share by Region
- 8.2 Global Liquid Makeup Market Size by Region
 - 8.2.1 Global Liquid Makeup Market Size by Region

8.2.2 Global Liquid Makeup Market Size Market Share by Region

8.3 North America

8.3.1 North America Liquid Makeup Sales by Country

8.3.2 North America Liquid Makeup 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 Liquid Makeup Sales by Country

8.4.2 Europe Liquid Makeup 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 Liquid Makeup 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 Liquid Makeup Market Size by Region

8.6.2 Asia Pacific Liquid Makeup 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 Liquid Makeup Sales by Country

8.7.2 South America Liquid Makeup 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 Liquid Makeup Sales by Region

8.8.2 Middle East and Africa Liquid Makeup 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 LIQUID MAKEUP MARKET PRODUCTION BY REGION

9.1 Global Production of Liquid Makeup by Region (2019-2024)

9.2 Global Liquid Makeup Revenue Market Share by Region (2019-2024)

9.3 Global Liquid Makeup Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Liquid Makeup Production

9.4.1 North America Liquid Makeup Production Growth Rate (2019-2024)

9.4.2 North America Liquid Makeup Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Liquid Makeup Production

9.5.1 Europe Liquid Makeup Production Growth Rate (2019-2024)

9.5.2 Europe Liquid Makeup Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Liquid Makeup Production (2019-2024)

9.6.1 Japan Liquid Makeup Production Growth Rate (2019-2024)

9.6.2 Japan Liquid Makeup Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Liquid Makeup Production (2019-2024)

9.7.1 China Liquid Makeup Production Growth Rate (2019-2024)

9.7.2 China Liquid Makeup Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Shiseido Co.

10.1.1 Shiseido Co. Liquid Makeup Basic Information

10.1.2 Shiseido Co. Liquid Makeup Product Overview

10.1.3 Shiseido Co. Liquid Makeup Product Market Performance

10.1.4 Shiseido Co. Business Overview

10.1.5 Shiseido Co. Liquid Makeup SWOT Analysis

10.1.6 Shiseido Co. Recent Developments

10.2 Ltd.

10.2.1 Ltd. Liquid Makeup Basic Information

10.2.2 Ltd. Liquid Makeup Product Overview

10.2.3 Ltd. Liquid Makeup Product Market Performance

- 10.2.4 Ltd. Business Overview
- 10.2.5 Ltd. Liquid Makeup SWOT Analysis
- 10.2.6 Ltd. Recent Developments
- 10.3 FENTY BEAUTY
 - 10.3.1 FENTY BEAUTY Liquid Makeup Basic Information
 - 10.3.2 FENTY BEAUTY Liquid Makeup Product Overview
 - 10.3.3 FENTY BEAUTY Liquid Makeup Product Market Performance
 - 10.3.4 FENTY BEAUTY Liquid Makeup SWOT Analysis
 - 10.3.5 FENTY BEAUTY Business Overview
 - 10.3.6 FENTY BEAUTY Recent Developments
- 10.4 Benefit Cosmetics LLC
 - 10.4.1 Benefit Cosmetics LLC Liquid Makeup Basic Information
 - 10.4.2 Benefit Cosmetics LLC Liquid Makeup Product Overview
 - 10.4.3 Benefit Cosmetics LLC Liquid Makeup Product Market Performance
 - 10.4.4 Benefit Cosmetics LLC Business Overview
 - 10.4.5 Benefit Cosmetics LLC Recent Developments
- 10.5 Est?e Lauder Inc.
 - 10.5.1 Est?e Lauder Inc. Liquid Makeup Basic Information
 - 10.5.2 Est?e Lauder Inc. Liquid Makeup Product Overview
 - 10.5.3 Est?e Lauder Inc. Liquid Makeup Product Market Performance
 - 10.5.4 Est?e Lauder Inc. Business Overview
 - 10.5.5 Est?e Lauder Inc. Recent Developments
- 10.6 Dior
 - 10.6.1 Dior Liquid Makeup Basic Information
 - 10.6.2 Dior Liquid Makeup Product Overview
 - 10.6.3 Dior Liquid Makeup Product Market Performance
 - 10.6.4 Dior Business Overview
 - 10.6.5 Dior Recent Developments
- 10.7 L'Oreal Paris
 - 10.7.1 L'Oreal Paris Liquid Makeup Basic Information
 - 10.7.2 L'Oreal Paris Liquid Makeup Product Overview
 - 10.7.3 L'Oreal Paris Liquid Makeup Product Market Performance
 - 10.7.4 L'Oreal Paris Business Overview
 - 10.7.5 L'Oreal Paris Recent Developments
- 10.8 The Avon Company
 - 10.8.1 The Avon Company Liquid Makeup Basic Information
 - 10.8.2 The Avon Company Liquid Makeup Product Overview
 - 10.8.3 The Avon Company Liquid Makeup Product Market Performance
 - 10.8.4 The Avon Company Business Overview

10.8.5 The Avon Company Recent Developments

10.9 KIKO USA

10.9.1 KIKO USA Liquid Makeup Basic Information

10.9.2 KIKO USA Liquid Makeup Product Overview

10.9.3 KIKO USA Liquid Makeup Product Market Performance

10.9.4 KIKO USA Business Overview

10.9.5 KIKO USA Recent Developments

10.10 Inc. (KIKO MILANO)

10.10.1 Inc. (KIKO MILANO) Liquid Makeup Basic Information

10.10.2 Inc. (KIKO MILANO) Liquid Makeup Product Overview

10.10.3 Inc. (KIKO MILANO) Liquid Makeup Product Market Performance

10.10.4 Inc. (KIKO MILANO) Business Overview

10.10.5 Inc. (KIKO MILANO) Recent Developments

10.11 HUDA BEAUTY

10.11.1 HUDA BEAUTY Liquid Makeup Basic Information

10.11.2 HUDA BEAUTY Liquid Makeup Product Overview

10.11.3 HUDA BEAUTY Liquid Makeup Product Market Performance

10.11.4 HUDA BEAUTY Business Overview

10.11.5 HUDA BEAUTY Recent Developments

10.12 Chanel

10.12.1 Chanel Liquid Makeup Basic Information

10.12.2 Chanel Liquid Makeup Product Overview

10.12.3 Chanel Liquid Makeup Product Market Performance

10.12.4 Chanel Business Overview

10.12.5 Chanel Recent Developments

10.13 Unilever

10.13.1 Unilever Liquid Makeup Basic Information

10.13.2 Unilever Liquid Makeup Product Overview

10.13.3 Unilever Liquid Makeup Product Market Performance

10.13.4 Unilever Business Overview

10.13.5 Unilever Recent Developments

10.14 Ryohin Keikau

10.14.1 Ryohin Keikau Liquid Makeup Basic Information

10.14.2 Ryohin Keikau Liquid Makeup Product Overview

10.14.3 Ryohin Keikau Liquid Makeup Product Market Performance

10.14.4 Ryohin Keikau Business Overview

10.14.5 Ryohin Keikau Recent Developments

10.15 YOJIYA Inc.

10.15.1 YOJIYA Inc. Liquid Makeup Basic Information

- 10.15.2 YOJIYA Inc. Liquid Makeup Product Overview
- 10.15.3 YOJIYA Inc. Liquid Makeup Product Market Performance
- 10.15.4 YOJIYA Inc. Business Overview
- 10.15.5 YOJIYA Inc. Recent Developments
- 10.16 Kao Beauty Brands
 - 10.16.1 Kao Beauty Brands Liquid Makeup Basic Information
 - 10.16.2 Kao Beauty Brands Liquid Makeup Product Overview
 - 10.16.3 Kao Beauty Brands Liquid Makeup Product Market Performance
 - 10.16.4 Kao Beauty Brands Business Overview
 - 10.16.5 Kao Beauty Brands Recent Developments
- 10.17 Nippon Shikizai Inc.
 - 10.17.1 Nippon Shikizai Inc. Liquid Makeup Basic Information
 - 10.17.2 Nippon Shikizai Inc. Liquid Makeup Product Overview
 - 10.17.3 Nippon Shikizai Inc. Liquid Makeup Product Market Performance
 - 10.17.4 Nippon Shikizai Inc. Business Overview
 - 10.17.5 Nippon Shikizai Inc. Recent Developments
- 10.18 KIKO Milano
 - 10.18.1 KIKO Milano Liquid Makeup Basic Information
 - 10.18.2 KIKO Milano Liquid Makeup Product Overview
 - 10.18.3 KIKO Milano Liquid Makeup Product Market Performance
 - 10.18.4 KIKO Milano Business Overview
 - 10.18.5 KIKO Milano Recent Developments

11 LIQUID MAKEUP MARKET FORECAST BY REGION

- 11.1 Global Liquid Makeup Market Size Forecast
- 11.2 Global Liquid Makeup Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Liquid Makeup Market Size Forecast by Country
 - 11.2.3 Asia Pacific Liquid Makeup Market Size Forecast by Region
 - 11.2.4 South America Liquid Makeup Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Liquid Makeup by Country

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

- 12.1 Global Liquid Makeup Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Liquid Makeup by Type (2025-2032)
 - 12.1.2 Global Liquid Makeup Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Liquid Makeup by Type (2025-2032)

12.2 Global Liquid Makeup Market Forecast by Application (2025-2032)

12.2.1 Global Liquid Makeup Sales (K Units) Forecast by Application

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

13 CONCLUSION AND KEY FINDINGS

I would like to order

Product name: Global Liquid Makeup Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/GBA7CB328F69EN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GBA7CB328F69EN.html>