

Global Mattifying Primer Market Research Report 2026(Status and Outlook)

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Abstracts

Matte makeup primer is a kind of makeup, mainly used to make up for the shortcomings of uneven skin tone and dullness. Local use can modify the skin and present a crystal clear and natural luster. Matte makeup primer is a cosmetic used before applying makeup. It is usually in the form of emulsion and comes in white, transparent, light green, lavender, pink, etc. According to the statistics of this research team, the total size of the global beauty industry in 2022 will be about 420 billion US dollars, of which the sales of skin care products will be about 190 billion US dollars, perfumes will be 70 billion US dollars, color cosmetics will be 80 billion US dollars, and hair care products will be 90 billion US dollars.

The global Mattifying Primer market size was estimated at USD 938.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 3.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Mattifying Primer market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Mattifying

Primer market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Mattifying Primer market.

Global Mattifying Primer Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

L'Oreal
Fit Me
The Est?e Lauder Company
Givenchy Fashion Company
Sephora(LVMH)
YSL(Yves Saint Laurent)
NARS Cosmetics
First Aid Beauty Ltd(Procter & Gamble Company)
Napoleon Perdis Cosmetics Pty. Ltd.
Vistudio
YX Cosmetics USA, Inc

Market Segmentation (by Type)

Water-Base
Silicone-Base

Market Segmentation (by Application)

Online Sales
Offline 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 Mattifying Primer Market
Overview of the regional outlook of the Mattifying Primer Market:

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 Mattifying Primer 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 shares the main producing countries of Mattifying Primer, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Mattifying Primer
- 1.2 Key Market Segments
 - 1.2.1 Mattifying Primer Segment by Type
 - 1.2.2 Mattifying Primer 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 MATTIFYING PRIMER MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Mattifying Primer Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Mattifying Primer Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 MATTIFYING PRIMER MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Mattifying Primer Product Life Cycle
- 3.3 Global Mattifying Primer Sales by Manufacturers (2020-2025)
- 3.4 Global Mattifying Primer Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Mattifying Primer Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Mattifying Primer Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Mattifying Primer Market Competitive Situation and Trends
 - 3.8.1 Mattifying Primer Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Mattifying Primer Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 MATTIFYING PRIMER INDUSTRY CHAIN ANALYSIS

- 4.1 Mattifying Primer 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 MATTIFYING PRIMER MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Mattifying Primer Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Mattifying Primer Market
- 5.7 ESG Ratings of Leading Companies

6 MATTIFYING PRIMER MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Mattifying Primer Sales Market Share by Type (2020-2025)
- 6.3 Global Mattifying Primer Market Size by Type (2020-2025)
- 6.4 Global Mattifying Primer Price by Type (2020-2025)

7 MATTIFYING PRIMER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Mattifying Primer Market Sales by Application (2020-2025)
- 7.3 Global Mattifying Primer Market Size (M USD) by Application (2020-2025)

7.4 Global Mattifying Primer Sales Growth Rate by Application (2020-2025)

8 MATTIFYING PRIMER MARKET SALES BY REGION

8.1 Global Mattifying Primer Sales by Region

8.1.1 Global Mattifying Primer Sales by Region

8.1.2 Global Mattifying Primer Sales Market Share by Region

8.2 Global Mattifying Primer Market Size by Region

8.2.1 Global Mattifying Primer Market Size by Region

8.2.2 Global Mattifying Primer Market Size by Region

8.3 North America

8.3.1 North America Mattifying Primer Sales by Country

8.3.2 North America Mattifying Primer 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 Mattifying Primer Sales by Country

8.4.2 Europe Mattifying Primer 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 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Mattifying Primer Sales by Region

8.5.2 Asia Pacific Mattifying Primer Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Mattifying Primer Sales by Country

8.6.2 South America Mattifying Primer Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Mattifying Primer Sales by Region
- 8.7.2 Middle East and Africa Mattifying Primer Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 MATTIFYING PRIMER MARKET PRODUCTION BY REGION

- 9.1 Global Production of Mattifying Primer by Region(2020-2025)
- 9.2 Global Mattifying Primer Revenue Market Share by Region (2020-2025)
- 9.3 Global Mattifying Primer Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Mattifying Primer Production
 - 9.4.1 North America Mattifying Primer Production Growth Rate (2020-2025)
 - 9.4.2 North America Mattifying Primer Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Mattifying Primer Production
 - 9.5.1 Europe Mattifying Primer Production Growth Rate (2020-2025)
 - 9.5.2 Europe Mattifying Primer Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Mattifying Primer Production (2020-2025)
 - 9.6.1 Japan Mattifying Primer Production Growth Rate (2020-2025)
 - 9.6.2 Japan Mattifying Primer Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Mattifying Primer Production (2020-2025)
 - 9.7.1 China Mattifying Primer Production Growth Rate (2020-2025)
 - 9.7.2 China Mattifying Primer Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 L'Oreal
 - 10.1.1 L'Oreal Basic Information
 - 10.1.2 L'Oreal Mattifying Primer Product Overview
 - 10.1.3 L'Oreal Mattifying Primer Product Market Performance
 - 10.1.4 L'Oreal Business Overview
 - 10.1.5 L'Oreal SWOT Analysis
 - 10.1.6 L'Oreal Recent Developments

10.2 Fit Me

- 10.2.1 Fit Me Basic Information
- 10.2.2 Fit Me Mattifying Primer Product Overview
- 10.2.3 Fit Me Mattifying Primer Product Market Performance
- 10.2.4 Fit Me Business Overview
- 10.2.5 Fit Me SWOT Analysis
- 10.2.6 Fit Me Recent Developments

10.3 The Est?e Lauder Company

- 10.3.1 The Est?e Lauder Company Basic Information
- 10.3.2 The Est?e Lauder Company Mattifying Primer Product Overview
- 10.3.3 The Est?e Lauder Company Mattifying Primer Product Market Performance
- 10.3.4 The Est?e Lauder Company Business Overview
- 10.3.5 The Est?e Lauder Company SWOT Analysis
- 10.3.6 The Est?e Lauder Company Recent Developments

10.4 Givenchy Fashion Company

- 10.4.1 Givenchy Fashion Company Basic Information
- 10.4.2 Givenchy Fashion Company Mattifying Primer Product Overview
- 10.4.3 Givenchy Fashion Company Mattifying Primer Product Market Performance
- 10.4.4 Givenchy Fashion Company Business Overview
- 10.4.5 Givenchy Fashion Company Recent Developments

10.5 Sephora(LVMH)

- 10.5.1 Sephora(LVMH) Basic Information
- 10.5.2 Sephora(LVMH) Mattifying Primer Product Overview
- 10.5.3 Sephora(LVMH) Mattifying Primer Product Market Performance
- 10.5.4 Sephora(LVMH) Business Overview
- 10.5.5 Sephora(LVMH) Recent Developments

10.6 YSL(Yves Saint Laurent)

- 10.6.1 YSL(Yves Saint Laurent) Basic Information
- 10.6.2 YSL(Yves Saint Laurent) Mattifying Primer Product Overview
- 10.6.3 YSL(Yves Saint Laurent) Mattifying Primer Product Market Performance
- 10.6.4 YSL(Yves Saint Laurent) Business Overview
- 10.6.5 YSL(Yves Saint Laurent) Recent Developments

10.7 NARS Cosmetics

- 10.7.1 NARS Cosmetics Basic Information
- 10.7.2 NARS Cosmetics Mattifying Primer Product Overview
- 10.7.3 NARS Cosmetics Mattifying Primer Product Market Performance
- 10.7.4 NARS Cosmetics Business Overview
- 10.7.5 NARS Cosmetics Recent Developments

10.8 First Aid Beauty Ltd(Procter and Gamble Company)

- 10.8.1 First Aid Beauty Ltd(Procter and Gamble Company) Basic Information
- 10.8.2 First Aid Beauty Ltd(Procter and Gamble Company) Mattifying Primer Product Overview
- 10.8.3 First Aid Beauty Ltd(Procter and Gamble Company) Mattifying Primer Product Market Performance
- 10.8.4 First Aid Beauty Ltd(Procter and Gamble Company) Business Overview
- 10.8.5 First Aid Beauty Ltd(Procter and Gamble Company) Recent Developments
- 10.9 Napoleon Perdis Cosmetics Pty. Ltd.
- 10.9.1 Napoleon Perdis Cosmetics Pty. Ltd. Basic Information
- 10.9.2 Napoleon Perdis Cosmetics Pty. Ltd. Mattifying Primer Product Overview
- 10.9.3 Napoleon Perdis Cosmetics Pty. Ltd. Mattifying Primer Product Market Performance
- 10.9.4 Napoleon Perdis Cosmetics Pty. Ltd. Business Overview
- 10.9.5 Napoleon Perdis Cosmetics Pty. Ltd. Recent Developments
- 10.10 Vistudio
- 10.10.1 Vistudio Basic Information
- 10.10.2 Vistudio Mattifying Primer Product Overview
- 10.10.3 Vistudio Mattifying Primer Product Market Performance
- 10.10.4 Vistudio Business Overview
- 10.10.5 Vistudio Recent Developments
- 10.11 YX Cosmetics USA, Inc
- 10.11.1 YX Cosmetics USA, Inc Basic Information
- 10.11.2 YX Cosmetics USA, Inc Mattifying Primer Product Overview
- 10.11.3 YX Cosmetics USA, Inc Mattifying Primer Product Market Performance
- 10.11.4 YX Cosmetics USA, Inc Business Overview
- 10.11.5 YX Cosmetics USA, Inc Recent Developments

11 MATTIFYING PRIMER MARKET FORECAST BY REGION

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

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Mattifying Primer Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Mattifying Primer by Type (2026-2035)

12.1.2 Global Mattifying Primer Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Mattifying Primer by Type (2026-2035)

12.2 Global Mattifying Primer Market Forecast by Application (2026-2035)

12.2.1 Global Mattifying Primer Sales (K Units) Forecast by Application

12.2.2 Global Mattifying Primer Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Mattifying Primer Market Size by Type (M USD)
- Table 4. Global Mattifying Primer Market Size by Application
- Table 5. Mattifying Primer Market Size Comparison by Region (M USD)
- Table 6. Global Mattifying Primer Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Mattifying Primer Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Mattifying Primer Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Mattifying Primer Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Mattifying Primer as of 2025)
- Table 11. Global Market Mattifying Primer Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Mattifying Primer Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Mattifying Primer Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Mattifying Primer Sales by Type (K Units)
- Table 27. Global Mattifying Primer Market Size by Type (M USD)
- Table 28. Global Mattifying Primer Sales (K Units) by Type (2020-2025)
- Table 29. Global Mattifying Primer Sales Market Share by Type (2020-2025)
- Table 30. Global Mattifying Primer Market Size (M USD) by Type (2020-2025)
- Table 31. Global Mattifying Primer Market Share by Type (2020-2025)

- Table 32. Global Mattifying Primer Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Mattifying Primer Sales (K Units) by Application
- Table 34. Global Mattifying Primer Market Size by Application
- Table 35. Global Mattifying Primer Sales by Application (2020-2025) & (K Units)
- Table 36. Global Mattifying Primer Sales Market Share by Application (2020-2025)
- Table 37. Global Mattifying Primer Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Mattifying Primer Market Share by Application (2020-2025)
- Table 39. Global Mattifying Primer Sales Growth Rate by Application (2020-2025)
- Table 40. Global Mattifying Primer Sales by Region (2020-2025) & (K Units)
- Table 41. Global Mattifying Primer Sales Market Share by Region (2020-2025)
- Table 42. Global Mattifying Primer Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Mattifying Primer Market Size by Region (2020-2025)
- Table 44. North America Mattifying Primer Sales by Country (2020-2025) & (K Units)
- Table 45. North America Mattifying Primer Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Mattifying Primer Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Mattifying Primer Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Mattifying Primer Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Mattifying Primer Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Mattifying Primer Sales by Country (2020-2025) & (K Units)
- Table 51. South America Mattifying Primer Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Mattifying Primer Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Mattifying Primer Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Mattifying Primer Production (K Units) by Region(2020-2025)
- Table 55. Global Mattifying Primer Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Mattifying Primer Revenue Market Share by Region (2020-2025)
- Table 57. Global Mattifying Primer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Mattifying Primer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Mattifying Primer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Mattifying Primer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Mattifying Primer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 62. L'Oreal Basic Information
- Table 63. L'Oreal Mattifying Primer Product Overview
- Table 64. L'Oreal Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. L'Oreal Business Overview
- Table 66. L'Oreal SWOT Analysis
- Table 67. L'Oreal Recent Developments
- Table 68. Fit Me Basic Information
- Table 69. Fit Me Mattifying Primer Product Overview
- Table 70. Fit Me Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Fit Me Business Overview
- Table 72. Fit Me SWOT Analysis
- Table 73. Fit Me Recent Developments
- Table 74. The Est?e Lauder Company Basic Information
- Table 75. The Est?e Lauder Company Mattifying Primer Product Overview
- Table 76. The Est?e Lauder Company Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. The Est?e Lauder Company Business Overview
- Table 78. The Est?e Lauder Company SWOT Analysis
- Table 79. The Est?e Lauder Company Recent Developments
- Table 80. Givenchy Fashion Company Basic Information
- Table 81. Givenchy Fashion Company Mattifying Primer Product Overview
- Table 82. Givenchy Fashion Company Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Givenchy Fashion Company Business Overview
- Table 84. Givenchy Fashion Company Recent Developments
- Table 85. Sephora(LVMH) Basic Information
- Table 86. Sephora(LVMH) Mattifying Primer Product Overview
- Table 87. Sephora(LVMH) Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Sephora(LVMH) Business Overview
- Table 89. Sephora(LVMH) Recent Developments
- Table 90. YSL(Yves Saint Laurent) Basic Information
- Table 91. YSL(Yves Saint Laurent) Mattifying Primer Product Overview
- Table 92. YSL(Yves Saint Laurent) Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. YSL(Yves Saint Laurent) Business Overview
- Table 94. YSL(Yves Saint Laurent) Recent Developments

- Table 95. NARS Cosmetics Basic Information
- Table 96. NARS Cosmetics Mattifying Primer Product Overview
- Table 97. NARS Cosmetics Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. NARS Cosmetics Business Overview
- Table 99. NARS Cosmetics Recent Developments
- Table 100. First Aid Beauty Ltd(Procter and Gamble Company) Basic Information
- Table 101. First Aid Beauty Ltd(Procter and Gamble Company) Mattifying Primer Product Overview
- Table 102. First Aid Beauty Ltd(Procter and Gamble Company) Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. First Aid Beauty Ltd(Procter and Gamble Company) Business Overview
- Table 104. First Aid Beauty Ltd(Procter and Gamble Company) Recent Developments
- Table 105. Napoleon Perdis Cosmetics Pty. Ltd. Basic Information
- Table 106. Napoleon Perdis Cosmetics Pty. Ltd. Mattifying Primer Product Overview
- Table 107. Napoleon Perdis Cosmetics Pty. Ltd. Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Napoleon Perdis Cosmetics Pty. Ltd. Business Overview
- Table 109. Napoleon Perdis Cosmetics Pty. Ltd. Recent Developments
- Table 110. Vistudio Basic Information
- Table 111. Vistudio Mattifying Primer Product Overview
- Table 112. Vistudio Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Vistudio Business Overview
- Table 114. Vistudio Recent Developments
- Table 115. YX Cosmetics USA, Inc Basic Information
- Table 116. YX Cosmetics USA, Inc Mattifying Primer Product Overview
- Table 117. YX Cosmetics USA, Inc Mattifying Primer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. YX Cosmetics USA, Inc Business Overview
- Table 119. YX Cosmetics USA, Inc Recent Developments
- Table 120. Global Mattifying Primer Sales Forecast by Region (2026-2035) & (K Units)
- Table 121. Global Mattifying Primer Market Size Forecast by Region (2026-2035) & (M USD)
- Table 122. North America Mattifying Primer Sales Forecast by Country (2026-2035) & (K Units)
- Table 123. North America Mattifying Primer Market Size Forecast by Country (2026-2035) & (M USD)
- Table 124. Europe Mattifying Primer Sales Forecast by Country (2026-2035) & (K Units)

Table 125. Europe Mattifying Primer Market Size Forecast by Country (2026-2035) & (M USD)

Table 126. Asia Pacific Mattifying Primer Sales Forecast by Region (2026-2035) & (K Units)

Table 127. Asia Pacific Mattifying Primer Market Size Forecast by Region (2026-2035) & (M USD)

Table 128. South America Mattifying Primer Sales Forecast by Country (2026-2035) & (K Units)

Table 129. South America Mattifying Primer Market Size Forecast by Country (2026-2035) & (M USD)

Table 130. Middle East and Africa Mattifying Primer Sales Forecast by Country (2026-2035) & (Units)

Table 131. Middle East and Africa Mattifying Primer Market Size Forecast by Country (2026-2035) & (M USD)

Table 132. Global Mattifying Primer Sales Forecast by Type (2026-2035) & (K Units)

Table 133. Global Mattifying Primer Market Size Forecast by Type (2026-2035) & (M USD)

Table 134. Global Mattifying Primer Price Forecast by Type (2026-2035) & (USD/Unit)

Table 135. Global Mattifying Primer Sales (K Units) Forecast by Application (2026-2035)

Table 136. Global Mattifying Primer Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Mattifying Primer
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Mattifying Primer Market Size (M USD), 2025-2035
- Figure 5. Global Mattifying Primer Market Size (M USD) (2020-2035)
- Figure 6. Global Mattifying Primer Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Mattifying Primer Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Mattifying Primer Product Life Cycle
- Figure 13. Mattifying Primer Sales Share by Manufacturers in 2025
- Figure 14. Global Mattifying Primer Revenue Share by Manufacturers in 2025
- Figure 15. Mattifying Primer Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Mattifying Primer Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Mattifying Primer Revenue in 2025
- Figure 18. Industry Chain Map of Mattifying Primer
- Figure 19. Global Mattifying Primer Market PEST Analysis
- Figure 20. Global Mattifying Primer Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Mattifying Primer Market Share by Type
- Figure 27. Sales Market Share of Mattifying Primer by Type (2020-2025)
- Figure 28. Sales Market Share of Mattifying Primer by Type in 2025
- Figure 29. Market Share of Mattifying Primer by Type (2020-2025)
- Figure 30. Market Share of Mattifying Primer by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Mattifying Primer Market Share by Application

- Figure 33. Global Mattifying Primer Sales Market Share by Application (2020-2025)
- Figure 34. Global Mattifying Primer Sales Market Share by Application in 2025
- Figure 35. Global Mattifying Primer Market Share by Application (2020-2025)
- Figure 36. Global Mattifying Primer Market Share by Application in 2025
- Figure 37. Global Mattifying Primer Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Mattifying Primer Sales Market Share by Region (2020-2025)
- Figure 39. Global Mattifying Primer Market Size by Region (2020-2025)
- Figure 40. North America Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Mattifying Primer Sales Market Share by Country in 2024
- Figure 43. North America Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Mattifying Primer Market Size by Country in 2024
- Figure 45. U.S. Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Mattifying Primer Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Mattifying Primer Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Mattifying Primer Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Mattifying Primer Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Mattifying Primer Sales Market Share by Country in 2024
- Figure 53. Europe Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Mattifying Primer Market Size by Country in 2024
- Figure 55. Germany Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Mattifying Primer Market Size and Growth Rate (2020-2025) & (M

USD)

Figure 65. Asia Pacific Mattifying Primer Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Mattifying Primer Sales Market Share by Region in 2024

Figure 67. Asia Pacific Mattifying Primer Market Size by Region in 2024

Figure 68. China Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Mattifying Primer Sales and Growth Rate (K Units)

Figure 79. South America Mattifying Primer Sales Market Share by Country in 2024

Figure 80. South America Mattifying Primer Market Size and Growth Rate (M USD)

Figure 81. South America Mattifying Primer Market Size by Country in 2024

Figure 82. Brazil Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Mattifying Primer Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Mattifying Primer Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Mattifying Primer Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Mattifying Primer Market Size by Region in 2024

Figure 92. Saudi Arabia Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Mattifying Primer Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Mattifying Primer Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Mattifying Primer Production Market Share by Region (2020-2025)

Figure 103. North America Mattifying Primer Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Mattifying Primer Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Mattifying Primer Production (K Units) Growth Rate (2020-2025)

Figure 106. China Mattifying Primer Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Mattifying Primer Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Mattifying Primer Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Mattifying Primer Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Mattifying Primer Market Share Forecast by Type (2026-2035)

Figure 111. Global Mattifying Primer Sales Forecast by Application (2026-2035)

Figure 112. Global Mattifying Primer Market Share Forecast by Application (2026-2035)

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