

Global Cosmetic Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/CC48A3F300E5EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: CC48A3F300E5EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Cosmetic market size will reach 412,028 Million USD in 2025 and is projected to reach 546,962 Million USD by 2032, with a CAGR of 4.13% (2025-2032). Notably, the China Cosmetic market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Cosmetics are products or substances used to enhance or alter a person's appearance. These products are commonly applied to the face, skin, hair, or nails and are intended to improve the overall aesthetics or attractiveness of an individual. Cosmetic products encompass a wide range of items, including makeup (such as foundation, lipstick, eyeshadow, and mascara), skincare products (such as moisturizers, cleansers, and serums), haircare products (such as shampoos, conditioners, and styling products), and nail care products (such as nail polish and nail treatments). Cosmetics serve various purposes, from covering imperfections and enhancing features to providing skincare benefits and protecting against environmental factors. They are widely used in personal grooming routines, beauty rituals, and self-expression, and play a significant role in the beauty and personal care industry. It is essential to use cosmetics responsibly and according to individual preferences and needs, and to be aware of any potential allergic reactions or adverse effects that may arise from their use.

The major global suppliers of Cosmetic include L'Oreal, P&G, Shiseido, Unilever, Estee Lauder, Relvon, LVMH, Chanel, Beiersdorf AG, DHC, Johnson& Johnson, Avon,

Beiersdorf, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Cosmetic. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Cosmetic market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Cosmetic market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Cosmetic industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Cosmetic Include:

L'Oreal

P&G

Shiseido

Unilever

Estee Lauder

Relvon

LVMH

Chanel

Beiersdorf AG

DHC

Johnson & Johnson

Avon

Beiersdorf

Cosmetic Product Segment Include:

Hair Care

Skin Care

Make-up

Cosmetic Product Application Include:

Men

Women

Kids

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