

Global Lip Balm Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/L51515812109EN.html>

Date: June 2025

Pages: 165

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

ID: L51515812109EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Lip Balm market size will reach 1,086.42 Million USD in 2025 and is projected to reach 1,595.13 Million USD by 2032, with a CAGR of 5.64% (2025-2032). Notably, the China Lip Balm 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

Lip balm is a cosmetic product used to moisturize and protect the lips from dryness and cracking. It is typically applied to the lips with a stick, tube, or pot, and can contain ingredients such as beeswax, petroleum jelly, shea butter, and oils like coconut and almond oil. Some lip balms also contain added SPF for sun protection. Lip balm can come in a range of flavors and scents, and is often carried in a purse or pocket for on-the-go application.

The major global manufacturers of Lip Balm include Mentholatum, Maybelline, Nivea, Kiehl, MAC, DHC, SHISEIDO, Lancome, Neutrogena, CHANEL, Yue sai, Max Factor, Clinique, Elizabeth Arden, MARY KAY, L'Oreal, NUXE, Revlon, Burt's Bees, Blistex, Vaseline, EOS, Carmex, Labello, ChapStick, Lip Smacker, AVON, Lypsyl, CARSLAN, Ainuo, 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 Lip Balm. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Lip Balm 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 Lip Balm 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 Lip Balm 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 Manufacturers of Lip Balm Include:

Mentholatum

Maybelline

Nivea

Kiehl

MAC

DHC

SHISEIDO

Lancome

Neutrogena

CHANEL

Yue sai

Max Factor

Clinique

Elizabeth Arden

MARY KAY

L'Oreal

NUXE

Revlon

Burt's Bees

Blistex

Vaseline

EOS

Carmex

Labello

ChapStick

Lip Smacker

AVON

Lypsyl

CARSLAN

Ainuo

Lip Balm Product Segment Include:

Solid Cream Lip Balm

Liquid Gel Lip Balm

Lip Balm Product Application Include:

Lip Balm For Women

Lip Balm For Men

Lip Balm For Baby

Others

Chapter Scope

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