

# Global Lipstick Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Lipstick market size will reach 8,567.82 Million USD in 2025 and is projected to reach 13,340.55 Million USD by 2032, with a CAGR of 6.53% (2025-2032). Notably, the China Lipstick 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

Lipstick is a cosmetic product that is typically applied to the lips to add color, shine, and texture. It is available in various forms such as solid sticks, liquid, or gloss. Lipsticks are made by combining pigments, oils, waxes, and emollients. The pigments give lipsticks their range of colors, while the oils and waxes provide a smooth texture and moisturization. Lipstick Market size was valued at USD 9.57 billion in 2021 and is poised to grow from USD 10.08 billion in 2022 to USD 14.68 billion by 2030, growing at a CAGR of 5.5% in the forecast period (2023-2030).

The major global manufacturers of Lipstick include L'Oreal Group, PG, Estee Lauder, Relvon, LVMH, Shiseido, Chanel, ROHTO, Beiersdorf, Johnson & Johnson, DHC, Avon, Jahwa, JALA, 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 Lipstick. 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 Lipstick 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 Lipstick 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 Lipstick 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 Lipstick Include:

L'Oreal Group

PG

Estee Lauder

Relvon

LVMH

Shiseido

Chanel

ROHTO

Beiersdorf

Johnson& Johnson

DHC

Avon

Jahwa

JALA

Lipstick Product Segment Include:

Matte

Shimmer

Gloss

Lip Stain

Sheer

Others

Lipstick Product Application Include:

Age 10 to 20

Age 20 to 30

Age 30 to 40

Age 40 to 50

Above 50 years old

Others

## **Chapter Scope**

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