

# Global Liquid Foundation Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Liquid Foundation market size will reach 8,860.48 Million USD in 2025 and is projected to reach 12,609.57 Million USD by 2032, with a CAGR of 5.17% (2025-2032). Notably, the China Liquid Foundation 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

Liquid foundation is a cosmetic product typically used in makeup application to create an even and smooth complexion. It is a viscous liquid formulation designed to be applied to the face, providing coverage and color correction for the skin. Liquid foundation is available in a wide range of shades to match different skin tones, and it is typically applied with a brush, sponge, or fingertips. The formula contains ingredients that help to even out the skin's texture, cover imperfections, and provide a natural-looking base for other makeup products. Liquid foundation is popular due to its versatility and ability to blend seamlessly with the skin, giving a radiant and flawless finish.

The major global manufacturers of Liquid Foundation include L'OR?AL, KIKO, ESTEE LAUDER, LVMH, REVLON, Christian Dior, Chanel, AMORE PACIFIC, SHISEIDO, P&G, Johnson&Johnson, Kao, POLA, Walgreens Boots Alliance, Laura Mercier, KOS?, AVON, Stylenanda, Elizabeth Arden, Burberry, 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 Liquid Foundation. 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 Liquid Foundation 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 Liquid Foundation 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 Liquid Foundation 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 Liquid Foundation Include:

L'OR?AL

KIKO

ESTEE LAUDER

LVMH

REVLON

Christian Dior

Chanel

AMORE PACIFIC

SHISEIDO

P&G

Johnson&Johnson

Kao

POLA

Walgreens Boots Alliance

Laura Mercier

KOS?

AVON

Stylenanda

Elizabeth Arden

Burberry

Liquid Foundation Product Segment Include:

Sheer Liquid Foundation

Light Liquid Foundation

Medium Liquid Foundation

Full Liquid Foundation

Liquid Foundation Product Application Include:

Under 20

20 to 30

30 to 40

Above 30

## **Chapter Scope**

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