

Global Lip Balm Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Lip Balm market size was valued at USD 864.4 million in 2023 and is forecast to a readjusted size of USD 1269.7 million by 2030 with a CAGR of 5.6% during review period.

Lip balm is a substance put on the lips to give relief to dry or chapped. It may also be used to help soothe certain other situations, such as cold sores. The balm may be made with any number of ingredients, but usually includes something like petroleum jelly or beeswax, as well as scented oils, and sometimes medicinal herbs or medicinal compounds. It can also have things like vitamins and minerals included, in theory to help support the health of the lips, and many types include sunscreen to help prevent sun damage to the sensitive skin on the lips. Lip balm can be applied where a finger is used to apply it to the lips, or in a lipstick-style tube from which it can be applied directly.

Currently, there are different types and kinds of lip balm available in the market. And the classification of lip balm is different according to different point of view. So in this report, we counts product properties includes solid and oily, and the color of the lip balm includes colorless and colored, but it does not include the lipstick which has an effect of moisture. In this report we counts the each Pcs lip balm is about 0.12oz.

The major players in global Lip Balm market include Mentholatum, Maybelline, etc. The top 2 players occupy about 20% shares of the global market. North America and Europe are main markets, they occupy about 50% of the global market. Solid Cream Lip Balm is the main type, with a share over 50%. Lip Balm For Women is the main application, which holds a share about 80%.

The Global Info Research report includes an overview of the development of the Lip

Balm industry chain, the market status of Lip Balm For Women (Solid Cream Lip Balm, Liquid Gel Lip Balm), Lip Balm For Men (Solid Cream Lip Balm, Liquid Gel Lip Balm), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Lip Balm.

Regionally, the report analyzes the Lip Balm markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Lip Balm market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Lip Balm market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Lip Balm industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Solid Cream Lip Balm, Liquid Gel Lip Balm).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Lip Balm market.

Regional Analysis: The report involves examining the Lip Balm market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Lip Balm market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Lip Balm:

Company Analysis: Report covers individual Lip Balm manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Lip Balm. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Lip Balm For Women, Lip Balm For Men).

Technology Analysis: Report covers specific technologies relevant to Lip Balm. It assesses the current state, advancements, and potential future developments in Lip Balm areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Lip Balm market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Lip Balm market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Solid Cream Lip Balm

Liquid Gel Lip Balm

Market segment by Application

Lip Balm For Women

Lip Balm For Men

Lip Balm For Baby

Other Dedicated Lip Balm

Major players covered

Mentholatum

Maybelline

Nivea

Kiehl

MAC

DHC

SHISEIDO

Lancome

Neutrogena

CHANEL

Yue sai

Max Factor

Elizabeth Arden

Clinique

MARY KAY

L'Oreal

NUXE

Revlon

Burt's Bees

Blistex

Vaseline

EOS

Carmex

Labello

ChapStick

Lip Smacker

AVON

Lypsyl

CARSLAN

Ainuo

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Lip Balm product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Lip Balm, with price, sales, revenue and global market share of Lip Balm from 2019 to 2024.

Chapter 3, the Lip Balm competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Lip Balm breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Lip Balm market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Lip Balm.

Chapter 14 and 15, to describe Lip Balm sales channel, distributors, customers, research findings and conclusion.

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