

# Global Lip And Face Primer Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G7AA145929A7EN.html>

Date: January 2026

Pages: 104

Price: US\$ 4,480.00 (Single User License)

ID: G7AA145929A7EN

## Abstracts

The global Lip And Face Primer market size is expected to reach \$ 5664 million by 2032, rising at a market growth of 7.3% CAGR during the forecast period (2026-2032).

In 2024, global lip and face primer production reached approximately 111,760 K unit, with an average global market price of around USD 30,000 per K unit. A factory gross profit of USD 8,700 per K unit with 29% gross margin. A single line full machine capacity production is around 220 K unit per line per year. downstream demand is concentrated in retail beauty brand, salons and direct to consumer brands. A makeup artists apply silicone-based pore-blurring primers for bridal makeup to ensure flawless photography under studio lighting. Lip and face primers are cosmetic bases applied before makeup to create a smooth canvas, help products adhere better, and extend wear by preventing issues like fading, creasing, or feathering, with face primer smoothing skin/pores and lip primer preventing lipstick from bleeding into fine lines. Face primers target skin concerns (pores, shine, texture) while lip primers focus on defining lips and locking in color, making them essential for a long-lasting, flawless look on both face and lips.

This report studies the global Lip And Face Primer production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Lip And Face Primer and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Lip And Face Primer that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Lip And Face Primer total production and demand, 2021-2032, (K Units)

Global Lip And Face Primer total production value, 2021-2032, (USD Million)

Global Lip And Face Primer production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Lip And Face Primer consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Lip And Face Primer domestic production, consumption, key domestic manufacturers and share

Global Lip And Face Primer production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Lip And Face Primer production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Lip And Face Primer production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Lip And Face Primer market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include L'Oréal Group, Estée Lauder Companies, Shiseido Company, Coty Inc., LVMH Beauty, Unilever, Procter & Gamble Beauty, Kao Corporation, Martha Tilaar Group, PT Paragon Technology and Innovation, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Lip And Face Primer market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Lip And Face Primer Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Lip And Face Primer Market, Segmentation by Type:

Silicone Based Primers

Water Based Primers

Oil Based Primers

Others

#### Global Lip And Face Primer Market, Segmentation by Material:

Synthetic Polymer Formulations

Mineral Based Formulations

Natural Derived Formulations

Others

#### Global Lip And Face Primer Market, Segmentation by Features:

Oil Control

Hydrating

Smoothing

Protective Primers

Others

#### Global Lip And Face Primer Market, Segmentation by Application:

Individual Consumers

Professional Makeup Artists

Others

#### Companies Profiled:

L'Oréal Group

Estée Lauder Companies

Shiseido Company

Coty Inc.

LVMH Beauty

Unilever

Procter & Gamble Beauty

Kao Corporation

Martha Tilaar Group

PT Paragon Technology and Innovation

Key Questions Answered:

1. How big is the global Lip And Face Primer market?
2. What is the demand of the global Lip And Face Primer market?
3. What is the year over year growth of the global Lip And Face Primer market?
4. What is the production and production value of the global Lip And Face Primer market?
5. Who are the key producers in the global Lip And Face Primer market?
6. What are the growth factors driving the market demand?

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