

# Global Makeup & Cosmetics 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 Makeup & Cosmetics market size was valued at USD 198400 million in 2023 and is forecast to a readjusted size of USD 231060 million by 2030 with a CAGR of 2.2% during review period.

Cosmetics are substances or products used to enhance or alter the appearance of the face or fragrance and texture of the body. Many cosmetics are designed for use of applying to the face, hair, and body. They are generally mixtures of chemical compounds; some being derived from natural sources (such as coconut oil), and some being synthetics or artificial. Common cosmetics include lipstick, mascara, eye shadow, foundation, skin cleansers and body lotions, shampoo and conditioner, hairstyling products (gel, hair spray, etc.), perfume and cologne.

The total size of the global beauty industry in 2022 was about US\$ 427 billion, with the sales of skin care products was about US\$ 190 billion, perfumes US\$ 70 billion, color cosmetics US\$ 80 billion, hair care products US\$ 90 billion. Head beauty and personal care companies are concentrated in Europe and the United States. More than one-third of the top 100 companies are headquartered in the United States, and 22.9% of the companies are located in France.

The Global Info Research report includes an overview of the development of the Makeup & Cosmetics industry chain, the market status of Skin and Sun Care Products (Online, Offline), Hair Care Products (Online, Offline), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Makeup & Cosmetics.

Regionally, the report analyzes the Makeup & Cosmetics 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 Makeup & Cosmetics market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Makeup & Cosmetics 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 Makeup & Cosmetics 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., Online, Offline).

**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 Makeup & Cosmetics market.

**Regional Analysis:** The report involves examining the Makeup & Cosmetics 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 Makeup & Cosmetics market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Makeup & Cosmetics:

**Company Analysis:** Report covers individual Makeup & Cosmetics 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 Makeup & Cosmetics. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Skin and Sun Care Products, Hair Care Products).

**Technology Analysis:** Report covers specific technologies relevant to Makeup & Cosmetics. It assesses the current state, advancements, and potential future developments in Makeup & Cosmetics areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Makeup & Cosmetics 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

Makeup & Cosmetics 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

Online

Offline

### Market segment by Application

Skin and Sun Care Products

Hair Care Products

Deodorants

Makeup and Color Cosmetics

Fragrances

Major players covered

Olay

Maybelline

L'Oréal

Lakme

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 Makeup & Cosmetics product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Makeup & Cosmetics 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 Makeup & Cosmetics 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 Makeup & Cosmetics.

Chapter 14 and 15, to describe Makeup & Cosmetics sales channel, distributors, customers, research findings and conclusion.

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