

# Global Men's Lipstick Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Men's Lipstick market size is expected to reach \$ 360 million by 2032, rising at a market growth of 8.0% CAGR during the forecast period (2026-2032).

Men's lip balm is a daily personal care cosmetic specifically designed for the physiological characteristics of men's lip skin. It aims to alleviate common problems such as dryness, peeling, tightness, and roughness in men's lips. It forms a protective film on the lip surface, effectively locking in moisture and reducing water loss, thus achieving moisturizing, hydrating, and anti-chapping effects.

Most men's lip balms are colorless, with a refreshing texture that leaves no noticeable oily shine or greasy feeling after application, aligning with men's preference for a low-key, natural aesthetic. Common effects include deep moisturizing, long-lasting hydration, repairing dryness and peeling, and sun protection (against UV damage).

The core upstream ingredients of men's lip balm include waxes (beeswax, candelilla wax, carnauba wax, synthetic waxes), oils (petrolatum, lanolin, jojoba oil, shea butter, macadamia nut oil, meadowfoam seed oil, squalane), moisturizers (glycerin, hyaluronic acid, propylene glycol, panthenol), functional additives (vitamin E, menthol, sunscreen agents, plant extracts), and excipients. Downstream sales channels are primarily online, supplemented by offline channels.

In 2025, global sales of men's lipsticks reached 24.5 million units, with a production capacity of approximately 30.6 million units. The average selling price was \$8.33 per unit, and the average gross profit margin was 58%.

The men's lip balm industry is essentially a functional personal care product, rather than

a traditional makeup product. Its core value lies in moisturizing, preventing chapped lips, and environmental protection (such as wind and UV rays). From a definitional perspective, this category is characterized by being 'colorless and low-impact,' encompassing both men's-specific lip balms and products that are clearly substitutes for general lip balms, petroleum jelly-like products, and lip serums. Therefore, it is essentially a niche market with weaker gender segmentation, stronger functional attributes, and a focus on basic care.

From a global supply structure perspective, the industry exhibits typical fast-moving consumer goods (FMCG) characteristics of 'low technological barriers + brand dominance.' The upstream mainly consists of basic oils and chemical raw materials; the midstream manufacturing sector has relatively low barriers to entry and a mature OEM/ODM system; and the downstream highly relies on brand and channel capabilities. The overall competitive landscape is characterized by 'low concentration but strong brand recognition among leading companies.'

Demand is primarily driven by young men, especially students and urban white-collar workers aged 18-35, whose consumption motives have gradually evolved from 'winter chapped lips prevention' to 'year-round basic care + image management.' In addition, outdoor sports enthusiasts and users in arid climates are also significant sources of demand. The core drivers of industry growth come from three aspects: first, increased penetration due to growing awareness of skincare among men; second, reduced education costs due to e-commerce and content platforms; and third, the 'light skincare' trend driving the rapid popularization of low-barrier-to-entry products.

In terms of product and technological evolution, men's lipsticks are upgrading from simple moisturizing to multi-functional products, including adding SPF for sun protection, introducing ceramides and plant-based active ingredients to enhance repair, and pursuing a lighter, matte, and virtually weightless texture. Product form is also extending from traditional balms to 'lip serum + care,' reflecting a trend towards professional skincare. At the same time, limited room for formula innovation means that differentiation is more reflected in ingredient combinations and user experience.

This report studies the global Men's Lipstick production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Men's Lipstick 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 Men's Lipstick that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Men's Lipstick total production and demand, 2021-2032, (K Units)

Global Men's Lipstick total production value, 2021-2032, (USD Million)

Global Men's Lipstick production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Men's Lipstick consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Men's Lipstick domestic production, consumption, key domestic manufacturers and share

Global Men's Lipstick production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Men's Lipstick production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Men's Lipstick production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Men's Lipstick 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 Mentholatum, Beiersdorf AG, L'Oréal, Unilever, Shiseido, Jack Black, Burt's Bees, Malin+Goetz, CO Bigelow, Guangzhou Mizi Cosmetics, 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 Men's Lipstick 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 Men's Lipstick Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Men's Lipstick Market, Segmentation by Type:

Solid Paste

Liquid Gel

### Global Men's Lipstick Market, Segmentation by Color Rendering Effect:

Colorless

Colored

### Global Men's Lipstick Market, Segmentation by Specification:

1g-3g

3g-3.5g

?3.5g

### Global Men's Lipstick Market, Segmentation by Application:

Online Sales

Offline Sales

### Companies Profiled:

Mentholatum

Beiersdorf AG

L'Oréal

Unilever

Shiseido

Jack Black

Burt's Bees

Malin+Goetz

CO Bigelow

Guangzhou Mizi Cosmetics

Mengerda

Shanghai Jahwa United

Chando

Key Questions Answered:

1. How big is the global Men's Lipstick market?
2. What is the demand of the global Men's Lipstick market?
3. What is the year over year growth of the global Men's Lipstick market?
4. What is the production and production value of the global Men's Lipstick market?
5. Who are the key producers in the global Men's Lipstick market?
6. What are the growth factors driving the market demand?

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