

# Global Men's Lipstick Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Men's Lipstick market size was valued at US\$ 210 million in 2025 and is forecast to a readjusted size of US\$ 360 million by 2032 with a CAGR of 8.0% during review period.

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 is a detailed and comprehensive analysis for global Men's Lipstick market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and

product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Men's Lipstick market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's Lipstick market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's Lipstick market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's Lipstick market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Men's Lipstick
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Men's Lipstick market based on the following parameters - company overview, sales quantity, revenue, 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.

## Market Segmentation

Men's Lipstick market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Solid Paste

Liquid Gel

### Market segment by Color Rendering Effect

Colorless

Colored

### Market segment by Specification

1g-3g

3g-3.5g

?3.5g

### Market segment by Application

Online Sales

Offline Sales

### Major players covered

Mentholatum

Beiersdorf AG

L'Oréal

Unilever

Shiseido

Jack Black

Burt's Bees

Malin+Goetz

CO Bigelow

Guangzhou Mizi Cosmetics

Mengerda

Shanghai Jahwa United

Chando

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 Men's Lipstick product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Men's Lipstick, with price, sales quantity, revenue, and global market share of Men's Lipstick from 2021 to 2026.

Chapter 3, the Men's Lipstick competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Men's Lipstick breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Men's Lipstick market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Men's Lipstick.

Chapter 14 and 15, to describe Men's Lipstick sales channel, distributors, customers, research findings and conclusion.

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