

Global Men's Loose Powder Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Men's Loose Powder market size is expected to reach \$ 261 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

Men's loose powder is a powder-based setting makeup product specifically developed for men's skin type, texture needs, and minimalist makeup effect.

Its core characteristics include colorless transparency, low-matte finish, and a natural, non-whitening effect. It primarily relies on porous powder to absorb excess facial oil, reduce shine, and soften pores and minor imperfections, while also providing long-lasting wear, oil control, and an even skin tone. The formula avoids heavy powderiness and a white, mask-like finish. It is mostly suitable for men with oily or combination skin and can be used with BB creams and concealers, offering both a refreshing feel for daily skincare and a light makeup setting effect.

The core upstream ingredients of men's loose powder include talc, mica, silica, titanium dioxide, zinc oxide, moisturizers (glycerin/hyaluronic acid), oil-controlling powder (nylon-12), preservatives, and fragrance. Downstream sales channels are primarily online, with offline channels as a secondary option.

In 2025, global sales of men's loose powder will reach 11.8 million units, with a production capacity of approximately 15 million units, an average selling price of US\$12.45 per unit, and an average gross profit margin of 45%-50%.

The global men's loose powder market exhibits a supply structure characterized by 'low technological barriers + brand-driven growth.' Upstream raw materials primarily consist of basic cosmetic powders, mineral powders, oil-absorbing ingredients, and lightweight

skincare active substances. Midstream manufacturing has low barriers to entry, with mature OEM/ODM models facilitating small-batch, rapid production and customization. Downstream growth heavily relies on brand and channel influence, including e-commerce platforms, offline men's skincare stores, and duty-free channels. Demand is primarily driven by young professional men and image-conscious, socially active individuals. Core motivations include oil control, setting makeup, reducing shine, and enhancing facial cleanliness. With increasing awareness of men's skincare and the growing popularity of lightweight makeup, the use of loose powder is gradually expanding from special occasions to daily commutes, business activities, and social events. Emerging markets... The increasing emphasis on image management among urban men, along with the penetration of short videos and social media into men's makeup education, are the main drivers of growth.

Product and technology are evolving towards 'multi-functional, multi-layered + natural, low-feel finish.' Modern men's loose powders not only emphasize oil control and setting but also incorporate skincare ingredients such as moisturizing, anti-inflammatory, or light concealing. The texture is lightweight, matte, or semi-matte, more closely resembling the natural feel of men's skin. Packaging designs are also trending towards compact, portable, and minimalist masculine styles to meet the needs of on-the-go convenience and quick touch-ups.

Overall, men's loose powder represents a niche but high-growth potential segment of the men's light makeup market. Future competition will focus on multi-functionality, portable design, natural materials, and low-feel finish, while brand strength and channel coverage will remain key factors determining market share.

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

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

Highlights and key features of the study

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

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

Global Men's Loose Powder production by region & country, production, value, CAGR,

2021-2032, (USD Million) & (K Units), (based on production site)

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

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

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

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

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

This report profiles key players in the global Men's Loose Powder 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, Shiseido, Estée Lauder, Tom Ford, LVMH, Coty, Charlotte Tilbury, AMR, Shenzhen Liran Cosmetics, Missha, 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 Loose Powder 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 Loose Powder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Men's Loose Powder Market, Segmentation by Type:

Colorless

Natural Color

Global Men's Loose Powder Market, Segmentation by Product Forms:

Loose Powder

Compressed Powder

Global Men's Loose Powder Market, Segmentation by Specification:

3g-5g

5g-12g

?12g

Global Men's Loose Powder Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

L'Oréal

Shiseido

Estée Lauder

Tom Ford

LVMH

Coty

Charlotte Tilbury

AMR

Shenzhen Liran Cosmetics

Missha

Key Questions Answered:

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

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