

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

<https://marketpublishers.com/r/G32126354DB2EN.html>

Date: June 2026

Pages: 105

Price: US\$ 3,480.00 (Single User License)

ID: G32126354DB2EN

## Abstracts

According to our (Global Info Research) latest study, the global Men's Loose Powder market size was valued at US\$ 151 million in 2025 and is forecast to a readjusted size of US\$ 261 million by 2032 with a CAGR of 8.1% during review period.

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 is a detailed and comprehensive analysis for global Men's Loose Powder 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 Loose Powder market size and forecasts, in consumption value (\$

Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's Loose Powder 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 Loose Powder 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 Loose Powder 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 Loose Powder

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 Loose Powder 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 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.

## Market Segmentation

Men's Loose Powder 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

Colorless

Natural Color

## Market segment by Product Forms

Loose Powder

Compressed Powder

## Market segment by Specification

3g-5g

5g-12g

?12g

## Market segment by Application

Online Sales

Offline Sales

## Major players covered

L'Oréal

Shiseido

Estée Lauder

Tom Ford

LVMH

Coty

Charlotte Tilbury

AMR

Shenzhen Liran Cosmetics

Missha

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 Loose Powder product scope, market overview, market estimation caveats and base year.

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

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

contrast.

Chapter 4, the Men's Loose Powder 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 Loose Powder 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 Loose Powder.

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

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