

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Lipstick Market 2018, Forecast to 2023

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Abstracts

Lipstick is a cosmetic product containing pigments, oils, waxes, and emollients that apply color, texture, and protection to the lips. Many colors and types of lipstick exist. As with most other types of makeup, lipstick is typically, but not exclusively, worn by women. The use of lipstick dates back to medieval times.

SCOPE OF THE REPORT:

This report focuses on the Lipstick in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The global lipstick market is highly fragmented due to the presence of key and private providers. Celebrity endorsements and fashion shows are the key techniques used by manufacturers to showcase new trends in lipstick. The market is expected to be more competitive during the forecast period, with multiple product launches and a rise in mergers among many key companies. Global leading players in this market are L'Oreal Group, PG, Estee Lauder, Relvon, LVMH, Chanel and some others.

Due to the higher price and gross margin of high-end products compared with the low-end products, in the next few years, companies will invest much more on R&D and transfer to high-end product field. In the future, the production and consumption is estimated to continue developing with a stable growth rate. To meet the large and increasing demand, more and more players will go into this industry.

The worldwide market for Lipstick is expected to grow at a CAGR of roughly 8.4% over the next five years, will reach 10700 million US\$ in 2023, from 6600 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

L'Oreal Group

PG

Estee Lauder

Relvon

LVMH

Shiseido

Chanel

ROHTO

Beiersdorf

DHC

Johnson& Johnson

Avon

Jahwa

JALA

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Matte

Shimmer

Gloss

Lip stain

Sheer

Others

Market Segment by Applications, can be divided into

10~20

20~30

30~40

40~50

Above 50

There are 15 Chapters to deeply display the global Lipstick market.

Chapter 1, to describe Lipstick Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Lipstick, with sales, revenue, and price of Lipstick, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Lipstick, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Lipstick market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Lipstick sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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