

Global Powders for Makeup Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Powders for Makeup market size is expected to reach \$ 5599 million by 2032, rising at a market growth of 5.9% CAGR during the forecast period (2026-2032).

Powders for makeup is a category of powdered cosmetic products used as the final step in base makeup application. Its primary functions include absorbing excess oil, blurring the appearance of pores, reducing stickiness, and extending makeup longevity, thereby rendering the complexion fresher, more refined, and natural-looking. Common varieties include translucent powders, oil-control powders, and soft-focus powders.

The upstream supply chain encompasses raw materials such as talc, mica, silica, starch, pigments, humectants, oils, fragrances, and preservatives, as well as packaging components including powder puffs, sifters, compact cases, and packaging materials. The downstream market targets cosmetic retailers, e-commerce platforms, multi-brand beauty stores, department store counters, professional makeup artists, and individual consumers.

Globally, the average unit price for loose setting powder stands at \$16 per item, with a global sales volume of approximately 230.2 million units. The industry boasts an annual production capacity of 300 to 400 million units and an average profit margin of approximately 45%.

In the future, loose setting powders are expected to evolve toward formulations that are lightweight, skincare-infused, oil-controlling, long-wearing, and adaptable to a wide range of skin types. Consumers are increasingly concerned about issues such as powder caking, skin dryness, a 'mask-like' appearance, or the accentuation of pores; consequently, products featuring ultra-fine textures, soft-focus technology, long-lasting

oil control, hydrating setting properties, and translucent or colorless formulas will gain greater popularity. Simultaneously, driven by rising demand from individuals with sensitive, oily, or combination skin—as well as the need for high-definition, camera-ready makeup finishes—loose powder products will undergo further segmentation. This will result in specialized categories such as oil-control, hydrating, skin-nourishing, SPF-infused, men's setting, and portable touch-up powders. Consequently, brand competition will shift from a singular focus on 'setting makeup' to offering a comprehensive consumer experience that encompasses 'makeup finish + skin feel + ingredient safety + contextualized usage.'

This report studies the global Powders for Makeup production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Powders for Makeup 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 Powders for Makeup that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Powders for Makeup total production and demand, 2021-2032, (K Units)

Global Powders for Makeup total production value, 2021-2032, (USD Million)

Global Powders for Makeup production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Powders for Makeup consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Powders for Makeup domestic production, consumption, key domestic manufacturers and share

Global Powders for Makeup production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Powders for Makeup production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Powders for Makeup production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Powders for Makeup 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, LVMH, Estée Lauder Companies,

CHANEL, Coty, e.l.f. Beauty, Laura Mercier, Shiseido, KOS? Corporation, Kao, 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 Powders for Makeup 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 Powders for Makeup Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Powders for Makeup Market, Segmentation by Type:

Transparent

Colored

Global Powders for Makeup Market, Segmentation by Finish:

Matte

Natural Soft-Focus

Translucent Setting

Subtle Luminosity

Dewy Setting

Global Powders for Makeup Market, Segmentation by Packaging Type:

Jar (Loose Powder)

Sifter Jar

Press-to-Dispense

Portable Mini Size

Integrated Puff

Global Powders for Makeup Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

L'Oréal

LVMH

Est?e Lauder Companies

CHANEL

Coty

e.l.f. Beauty

Laura Mercier

Shiseido

KOS? Corporation

Kao

CANMAKE

Amorepacific

Intercos Group

COSMAX

Kolmar Korea

Florasis

Perfect Diary

Mao Geping

Proya

Carslan

Judydoll

COLORKEY

Key Questions Answered:

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

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