

Face Bronzer Market Size, Share & Trends Analysis Report By Product (Powder, Cream/ Liquid, Stick), By End Use (Women, Men), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2025 - 2030

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Abstracts

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Face Bronzer Market Growth & Trends

The global face bronzer market size is expected to reach USD 36.70 billion by 2030, expanding at a CAGR of 10.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. Increasing awareness of the functions of the cosmetic products such as concealing imperfections on the facial skin such as blemishes, pores, freckles, powder spots, under-eye is a key driving factor. Powder circles and wrinkles are uplifting the demand for specific face make-up cosmetics such as bronzers and blushers. In addition, there has been a remarkable rise in the demand for organic and natural face bronzers due to awareness of harmful side effects of the synthetic elements in these cosmetic products.

Furthermore, aggressive and glamorous promotions of these products and constant product innovations by the manufacturers have increased the demand for this product among the young population. Consciousness of women about their physical appearance and their inclination towards beauty products that help in enhancing their inherent beauty and highlighting certain facial features result in the market growth. Contouring helps in slimming down the forehead, nose, chin, jawline, and other parts of the face, while providing a bronze look to the face. The trend of the bronze look is expected to further drive the market. Moreover, influence of the emerging trend of

different facial looks everyday amongst the youngsters is anticipated to fuel the market growth.

Increasing disposable income in the developing countries of Asia Pacific is driving the demand for face make-up cosmetic products. Furthermore, association of women beauty in the film industry and worldwide beauty contests has spurred the demand among women. This has been influencing the women all over the globe to buy make-up products. The cream/liquid bronzer is anticipated to witness significant growth, followed by powder and stick face bronzers. This is due to the convenience and time-saving process of applying liquid bronzer with the help of spray and then brushing it to contour. Moreover, women claim to be satisfied with the liquid spray bronzer comparatively more since it stays for a longer time and gives an even texture.

Asia Pacific held the largest revenue share of 24.4% in 2018 owing to rising demand in countries such as India, Malaysia, and China and growing imports of natural and organic face make-up cosmetic products. The face bronzer market in North America is growing at a significant rate and it has held the largest share in the face bronzing powder segment, which, in turn, largely contributes to the growth of the North America market.

The manufacturers in North America are focusing on providing high-quality products by improving their production techniques. Key players are engaged in strategy implementation such as mergers and partnerships to expand their product portfolio and maintain a strong foothold in the market. Key players having a strong foothold in the global market include Chanel, Estée Lauder Companies, Tom Ford, Benefit (LVMH), Bobbi Brown, MAC Cosmetics, Bourjois (Coty), NARS Cosmetics, Elizabeth Arden (Revlon), Vita Liberata, Jane Iredale, AVON, and LORAC.

Face Bronzer Market Report Highlights

Powder bronzers dominated the market with a 50.2% share in 2024 owing to their ease of use and blend-ability which makes them ideal for both makeup beginners and professionals.

Women held the dominant market share in 2024 due to the increasing awareness about personal grooming and makeup trends.

The men segment is expected to boost at a CAGR of 10.2% during the forecast period. The market growth can

be attributed tthe rising number of beauty brands that create gender-neutral product lines that appeal tboth men and women.

The Asia Pacific (APAC) face bronzer market accounted for the dominant market share of 24.2% in 2024 owing tthe increasing beauty consciousness and focus on personal grooming across the region.

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