

# 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

<https://marketpublishers.com/r/F87342A78916EN.html>

Date: October 2024

Pages: 70

Price: US\$ 3,950.00 (Single User License)

ID: F87342A78916EN

## Abstracts

This report can be delivered to the clients within 3 Business Days

### 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.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

### **CHAPTER 3. FACE BRONZER MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Market Opportunities
  - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
  - 3.4.1. Porter's Five Forces Analysis
  - 3.4.2. Market Entry Strategies

### **CHAPTER 4. FACE BRONZER MARKET: PRODUCT ESTIMATES & TREND**

## **ANALYSIS**

- 4.1. Face Bronzer Market, By Product: Key Takeaways
- 4.2. Product Movement Analysis & Market Share, 2024 & 2030
- 4.3. Market Estimates & Forecasts, By Product , 2018 - 2030 (USD Billion)
  - 4.3.1. Powder
    - 4.3.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
  - 4.3.2. Cream/ Liquid
    - 4.3.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
  - 4.3.3. Stick
    - 4.3.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

## **CHAPTER 5. FACE BRONZER MARKET: END USE ESTIMATES & TREND ANALYSIS**

- 5.1. Face Bronzer Market, By End Use: Key Takeaways
- 5.2. End Use Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By End Use, 2018 - 2030 (USD Billion)
  - 5.3.1. Women
    - 5.3.1.1. Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
  - 5.3.2. Men
    - 5.3.2.1. Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

## **CHAPTER 6. FACE BRONZER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 6.1. Face Bronzer market: Regional outlook
- 6.2. Regional Marketplaces: Key takeaways
- 6.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Billion)
  - 6.3.1. North America
    - 6.3.1.1. Estimates And Forecasts, 2018 - 2030 (USD Billion)
    - 6.3.1.2. U.S.
      - 6.3.1.2.1. Key Country Dynamics
      - 6.3.1.2.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
    - 6.3.1.3. Canada
      - 6.3.1.3.1. Key Country Dynamics
      - 6.3.1.3.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
    - 6.3.1.4. Mexico
      - 6.3.1.4.1. Key Country Dynamics

- 6.3.1.4.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
- 6.3.2. Europe
  - 6.3.2.1. Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.2.2. UK
    - 6.3.2.2.1. Key Country Dynamics
    - 6.3.2.2.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.2.3. France
    - 6.3.2.3.1. Key Country Dynamics
    - 6.3.2.3.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.2.4. Italy
    - 6.3.2.4.1. Key Country Dynamics
    - 6.3.2.4.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.2.5. Spain
    - 6.3.2.5.1. Key Country Dynamics
    - 6.3.2.5.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
- 6.3.3. Asia Pacific
  - 6.3.3.1. Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.3.2. China
    - 6.3.3.2.1. Key Country Dynamics
    - 6.3.3.2.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.3.3. India
    - 6.3.3.3.1. Key Country Dynamics
    - 6.3.3.3.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.3.4. Japan
    - 6.3.3.4.1. Key Country Dynamics
    - 6.3.3.4.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.3.5. Australia & New Zealand
    - 6.3.3.5.1. Key Country Dynamics
    - 6.3.3.5.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.3.6. South Korea
    - 6.3.3.6.1. Key Country Dynamics
    - 6.3.3.6.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
- 6.3.4. Latin America
  - 6.3.4.1. Estimates And Forecasts, 2018 - 2030 (USD Billion)
  - 6.3.4.2. Brazil
    - 6.3.4.2.1. Key Country Dynamics
    - 6.3.4.2.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)
- 6.3.5. Middle East & Africa
  - 6.3.5.1. Estimates And Forecasts, 2018 - 2030 (USD Billion)

### 6.3.5.2. South Africa

#### 6.3.5.2.1. Key Country Dynamics

#### 6.3.5.2.2. Market Estimates And Forecasts, 2018 - 2030 (USD Billion)

## **CHAPTER 7. FACE BRONZE MARKET: COMPETITIVE ANALYSIS**

### 7.1. Recent Developments & Impact Analysis by Key Market Participants

### 7.2. Company Categorization

### 7.3. Participant's Overview

### 7.4. Financial Performance

### 7.5. Product Benchmarking

### 7.6. Company Market Share Analysis, 2024 (%)

### 7.7. Company Heat Map Analysis

### 7.8. Strategy Mapping

### 7.9. Company Profiles

#### 7.9.1. CHANEL

##### 7.9.1.1. Company Overview

##### 7.9.1.2. Financial Performance

##### 7.9.1.3. Product Portfolios

##### 7.9.1.4. Strategic Initiatives

#### 7.9.2. Este Lauder Companies

##### 7.9.2.1. Company Overview

##### 7.9.2.2. Financial Performance

##### 7.9.2.3. Product Portfolios

##### 7.9.2.4. Strategic Initiatives

#### 7.9.3. TOM FORD

##### 7.9.3.1. Company Overview

##### 7.9.3.2. Financial Performance

##### 7.9.3.3. Product Portfolios

##### 7.9.3.4. Strategic Initiatives

#### 7.9.4. Benefit (LVMH)

##### 7.9.4.1. Company Overview

##### 7.9.4.2. Financial Performance

##### 7.9.4.3. Product Portfolios

##### 7.9.4.4. Strategic Initiatives

#### 7.9.5. Bobbi Brown Professional Cosmetics, Inc.

##### 7.9.5.1. Company Overview

##### 7.9.5.2. Financial Performance

##### 7.9.5.3. Product Portfolios

- 7.9.5.4. Strategic Initiatives
- 7.9.6. Make-Up Art Cosmetics
  - 7.9.6.1. Company Overview
  - 7.9.6.2. Financial Performance
  - 7.9.6.3. Product Portfolios
  - 7.9.6.4. Strategic Initiatives
- 7.9.7. Borjois (Coty)
  - 7.9.7.1. Company Overview
  - 7.9.7.2. Financial Performance
  - 7.9.7.3. Product Portfolios
  - 7.9.7.4. Strategic Initiatives
- 7.9.8. NARS COSMETICS
  - 7.9.8.1. Company Overview
  - 7.9.8.2. Financial Performance
  - 7.9.8.3. Product Portfolios
  - 7.9.8.4. Strategic Initiatives
- 7.9.9. Revlon
  - 7.9.9.1. Company Overview
  - 7.9.9.2. Financial Performance
  - 7.9.9.3. Product Portfolios
  - 7.9.9.4. Strategic Initiatives
- 7.9.10. Avon India
  - 7.9.10.1. Company Overview
  - 7.9.10.2. Financial Performance
  - 7.9.10.3. Product Portfolios
  - 7.9.10.4. Strategic Initiatives



## I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/F87342A78916EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F87342A78916EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970