

Lip Care Products Market Size, Share & Trends Analysis Report By Product (Lip Balm, Lip Scrub), By Distribution Channel (Hypermarket & Supermarket, Specialty Store), By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/L3D734F04394EN.html>

Date: January 2025

Pages: 80

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

ID: L3D734F04394EN

Abstracts

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

Lip Care Products Market Growth & Trends

The global lip care products market size is expected to reach USD 3.48 billion in 2030 and is expected to expand at a CAGR of 5.9% from 2025 to 2030. The demand for lip care products is witnessing rapid growth owing to the growing concerns regarding personal grooming and appearance. An increasing number of beauty & health-conscious consumers are preferring vegan and organic lip care products, which has resulted in increased adoption of these products.

Products, such as lip balms, scrubs, and masks, containing ingredients, such as hyaluronic acid and essential oils like coconut & olive oils, are gaining immense popularity. The presence of essential oils is primarily intended to provide nourishment, and offer protection against dust, UV rays, and cold, which is driving their adoption in regular beauty regimes.

The lip balm segment held the largest segment in 2020 and is expected to maintain dominance over the forecast period. Lip balms are intended to offer the benefits of instant hydration and moisturization, which is driving their adoption as an essential lip care product. The growing availability of lip balms with various fragrances, flavors, plant-based ingredients, sizes, and shapes, are boosting the market growth.

The hypermarket & supermarket distribution channel segment accounted for the largest revenue share in 2020. An increasing number of product manufacturers are offering their lip care range through these stores. For instance, in November 2020, Ec%li%Lips Store announced the launch of its six organic lip balms through Walmart stores.

The global market is consolidated owing t%li%the presence of a large number of international players, such as L'Oreal S.A., Unilever Beiersdorf AG, The Colgate-Palmolive Company, The Est?e Lauder Companies, Inc., Johnson and Johnson, and Avon Products, Inc. These players have an extensive product portfoli%li%as well as a large customer base.

Lip Care Products Market Report Highlights

Lip balm dominated the market with the largest revenue share of 44.2% in 2024

Hypermarkets & supermarkets dominated the segment with the largest revenue share in 2024

The specialty store segment is expected t%li%grow significantly over the forecast period. The growing consumer preference for personalized, high-quality lip care products drives this anticipated surge

Growing concerns related t%li%prolonged sun exposure, dryness, premature aging, and lip darkening have resulted in an increased demand for high-quality products among consumers .

Asia Pacific lip care products industry dominated the global market with the largest revenue share of 37.7% in 2024

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. LIP CARE PRODUCTS 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
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. LIP CARE PRODUCTS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Lip Care Products Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
 - 5.3.1. Lip Balm
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Lip Scrub
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.3. Others
 - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. LIP CARE PRODUCTS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Lip Care Products Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
 - 6.3.1. Hypermarket & Supermarket
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Pharmacy & Drug Stores
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.3. Specialty Stores
 - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.4. Online
 - 6.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.5. Others
 - 6.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. LIP CARE PRODUCTS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Lip Care Products Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)
 - 7.3.1. North America
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.1.2. U.S.
 - 7.3.1.2.1. Key country dynamics
 - 7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.1.3. Canada
 - 7.3.1.3.1. Key country dynamics
 - 7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.1.4. Mexico
 - 7.3.1.4.1. Key country dynamics
 - 7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2. Europe
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.2. UK
 - 7.3.2.2.1. Key country dynamics
 - 7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.3. Germany
 - 7.3.2.3.1. Key country dynamics
 - 7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.4. France
 - 7.3.2.4.1. Key country dynamics
 - 7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.5. Italy
 - 7.3.2.5.1. Key country dynamics
 - 7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.6. Spain
 - 7.3.2.6.1. Key country dynamics
 - 7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3. Asia Pacific
 - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.2. China
 - 7.3.3.2.1. Key country dynamics
 - 7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.3. India
 - 7.3.3.3.1. Key country dynamics

- 7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3.4. Japan
 - 7.3.3.4.1. Key country dynamics
 - 7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3.5. South Korea
 - 7.3.3.5.1. Key country dynamics
 - 7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3.6. Australia
 - 7.3.3.6.1. Key country dynamics
 - 7.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.4. Latin America
 - 7.3.4.1. Brazil
 - 7.3.4.1.1. Key country dynamics
 - 7.3.4.1.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.5. Middle East & Africa
 - 7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.5.2. South Africa
 - 7.3.5.2.1. Key country dynamics
 - 7.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. LIP CARE PRODUCTS MARKET: COMPETITIVE ANALYSIS

- 8.1. Recent Developments & Impact Analysis, by Key Market Participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performance
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
 - 8.9.1. Johnson & Johnson Services, Inc.
 - 8.9.1.1. Company Overview
 - 8.9.1.2. Financial Performance
 - 8.9.1.3. Product Portfolios
 - 8.9.1.4. Strategic Initiatives
 - 8.9.2. L'Oreal S.A.
 - 8.9.2.1. Company Overview
 - 8.9.2.2. Financial Performance

- 8.9.2.3. Product Portfolios
- 8.9.2.4. Strategic Initiatives
- 8.9.3. Procter & Gamble
 - 8.9.3.1. Company Overview
 - 8.9.3.2. Financial Performance
 - 8.9.3.3. Product Portfolios
 - 8.9.3.4. Strategic Initiatives
- 8.9.4. Colgate-Palmolive Company.
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Portfolios
 - 8.9.4.4. Strategic Initiatives
- 8.9.5. Beiersdorf
 - 8.9.5.1. Company Overview
 - 8.9.5.2. Financial Performance
 - 8.9.5.3. Product Portfolios
 - 8.9.5.4. Strategic Initiatives
- 8.9.6. The Est?e Lauder Companies
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Portfolios
 - 8.9.6.4. Strategic Initiatives
- 8.9.7. Unilever
 - 8.9.7.1. Company Overview
 - 8.9.7.2. Financial Performance
 - 8.9.7.3. Product Portfolios
 - 8.9.7.4. Strategic Initiatives
- 8.9.8. Avon
 - 8.9.8.1. Company Overview
 - 8.9.8.2. Financial Performance
 - 8.9.8.3. Product Portfolios
 - 8.9.8.4. Strategic Initiatives
- 8.9.9. Shiseido Company
 - 8.9.9.1. Company Overview
 - 8.9.9.2. Financial Performance
 - 8.9.9.3. Product Portfolios
 - 8.9.9.4. Strategic Initiatives
- 8.9.10. Revlon
 - 8.9.10.1. Company Overview

8.9.10.2. Financial Performance

8.9.10.3. Product Portfolios

8.9.10.4. Strategic Initiatives

I would like to order

Product name: Lip Care Products Market Size, Share & Trends Analysis Report By Product (Lip Balm, Lip Scrub), By Distribution Channel (Hypermarket & Supermarket, Specialty Store), By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/L3D734F04394EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L3D734F04394EN.html>