

# **Makeup Base Market Size, Share & Trends Analysis Report By Product (Foundation, Concealer, Powder, Primer), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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

### **Makeup Base Market Growth & Trends**

The global makeup base market size is expected to reach USD 19.29 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 3.4% from 2025 to 2030. Rising awareness about physical appearance, coupled with increasing purchasing power in developing countries such as China, Brazil, and India, is fueling demand for makeup base over the world. In addition, rising female participation in the global workforce has been impacting the market growth positively. Over the past few years, importance of digital marketing has been growing significantly in this industry owing to influence of social media on consumers. Therefore, manufacturers of makeup base are emphasizing on digital marketing by collaborating with social media platforms and social influencers.

The foundation product segment dominated the global market in 2024, accounting for over 40.6% share of the total revenue. Wide range of shades available in liquid, cream, cake, and stick forms has been expanding the consumer base of the industry. Popularity of the cushion foundation has been increasing significantly over the world owing to its time saving and easy to use features. Key manufacturers including Amorepacific Corporation, L'Oréal S.A., and Christian Dior SE have included this product in their product portfolio.

As of 2024, Asia Pacific held the largest share of 31.3%. Australia, China, Hong Kong, India, Japan, Malaysia, Singapore, and South Korea are the prominent markets of this region. Increasing number of middle-class consumers has fueled the demand for luxury beauty products including makeup base in Asia Pacific.

Major competitors in the industry for makeup base include L'Oréal S.A.; Shiseido Company; LVMH Moët Hennessy - Louis Vuitton SE; Coty Inc.; Estée Lauder Companies; Avon Products, Inc.; Amorepacific Corporation; Unilever; Chanel S.A; and Mary Kay Inc. Companies have been strategically expanding their business through activities such as mergers and acquisitions. For instance, in June 2017, Unilever acquired Hourglass, a luxury color cosmetics brand, in order to expand its product portfolio.

### Makeup Base Market Report Highlights

In terms of product, foundation dominated the makeup base market in 2024, accounting for more than 40.6% share of the total revenue

In terms of distribution channel, the offline segment held the largest share of over 77.06% in 2024. Online distribution channel is expected to expand at the fastest CAGR of 3.9% from 2025 to 2030

Asia Pacific is expected to witness the fastest growth owing to increasing working women professionals and growing spending on personal grooming

Shifting inclination towards natural cosmetics among millennial women is expected to prompt the industry participants to opt for the product innovation.

## 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. MAKEUP BASE 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. MAKEUP BASE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Makeup Base 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. Foundation
    - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.2. Concealer
    - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.3. Powder
    - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.4. Primer
    - 5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. MAKEUP BASE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Makeup Base 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. Online
    - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.2. Offline
    - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. MAKEUP BASE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Makeup Base 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. Australia & New Zealand
  - 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. South Korea
  - 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. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.4.2. Brazil
    - 7.3.4.2.1. Key country dynamics
    - 7.3.4.2.2. 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)
  - 7.3.5.3. Saudi Arabia
    - 7.3.5.3.1. Key country dynamics
    - 7.3.5.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. MAKEUP BASE 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. L'Oréal S.A.
    - 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. Shiseido Company Limited
    - 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. LVMH Mo?t Hennessy - Louis Vuitton SE
  - 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. Coty Inc.
  - 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. Est?e Lauder Companies
  - 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 Avon Company
  - 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. Amorepacific
  - 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. Unilever
  - 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. Chanel, Inc.
  - 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. Mary Kay Inc.
  - 8.9.10.1. Company Overview

8.9.10.2. Financial Performance

8.9.10.3. Product Portfolios

8.9.10.4. Strategic Initiatives



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