

U.S. Color Cosmetics Market Size, Share & Trends Analysis Report By Product (Face Products, Lip Products, Eye Products, Nail Color Cosmetics), By Distribution Channel (Online, Offline), And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Color Cosmetics Market Growth & Trends

The U.S. color cosmetics market size is expected to reach USD 35,519.0 million by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 8.8% from 2025 to 2030. E-commerce and technology have reshaped the color cosmetics industry by making products more accessible and shopping more personalized, thanks to innovations such as AR virtual try-ons. Simultaneously, platforms such as Instagram, YouTube, and TikTok influence consumer behavior through beauty influencers and viral content, prompting brands to use social media for product launches, audience engagement, and trend creation.

In addition, 2024 has seen rapid growth in the men's grooming and skincare segment, fueled by evolving social norms and the impact of social media-particularly TikTok, where hashtags such as #mensskincare have gained massive traction. With more men incorporating skincare and beauty into their daily routines, brands are expanding their offerings to cater to this demographic. This shift highlights a broader redefinition of masculinity and underscores social media's role in reshaping consumer behavior and marketing strategies across the beauty landscape.

Modern consumers are increasingly looking for beauty products that not only enhance

their appearance but also support skin health. This shift in preference has driven the rise of hybrid cosmetics-products that merge the visual appeal of makeup with the benefits of skincare. Formulations enriched with ingredients like hyaluronic acid, peptides, and niacinamide, as well as items such as foundations with SPF or moisturizing lipsticks, reflect this wellness-focused trend. These multifunctional products offer added value through hydration, anti-aging effects, and improved skin texture, appealing to those who want both beauty and skincare in one solution.

The growing focus on inclusivity and diversity plays a vital role in expanding the U.S. color cosmetics market. Consumers now expect beauty brands to develop products that accommodate a broad range of skin tones and celebrate diverse identities. This movement goes beyond being a trend-it addresses long-standing calls for better representation and fairness in the beauty industry. Brands that embrace inclusivity are receiving strong support from consumers. For example, offering an extensive range of foundation shades helps individuals find products that suit their skin tones, promoting a sense of recognition and acceptance. This not only fulfills practical needs but also strengthens brand trust and loyalty. Inclusivity also extends into brand marketing strategies. Companies that highlight diverse models and share genuine, relatable stories in their campaigns tend to connect more meaningfully with a wider audience. Such inclusive representation ensures that all consumers feel acknowledged and respected, enhancing brand perception and encouraging deeper consumer engagement.

U.S. Color Cosmetics Market Report Highlights

Facial color cosmetics led the market in 2024 largely due to their integral role in everyday beauty routines and the broad range of products they include. In May 2024, India-based beauty brand Ibaeuty expanded its gender-neutral offerings with the launch of 'Gulabo'-a hybrid skincare-makeup product tailored for brown skin tones. Gulabo offers a pink tint while addressing concerns like inflammation and breakouts. Marketed as gender-neutral, the product reflects Ibaeuty's commitment to inclusivity and redefining traditional beauty norms.

The U.S. nail color cosmetics market is expected to showcase strong growth from 2025 to 2030, driven by the rise of DIY beauty routines and innovations in safer formulations. Brands like Olive & June have met consumer demand with at-home gel systems, while gel-based, breathable, and non-toxic polishes-marketed as "3-free" to "10-free"-appeal to health-conscious users seeking salon-quality results without harmful chemicals.

Online sales are expected to grow significantly from 2025 to 2030. This growth is driven by increased market reach, improved accessibility, and personalized shopping experiences enabled by advanced data analytics. By leveraging consumer insights, brands can offer tailored recommendations and targeted promotions, boosting customer engagement, satisfaction, and loyalty in a competitive market.

Companies Mentioned

L'Oréal USA

The Estée Lauder Companies Inc.

Coty Inc.

e.l.f. Beauty

Revlon

Shiseido Americas

LVMH Moët Hennessy Louis Vuitton SE

Fenty Beauty

Huda Beauty

Haus Labs by Lady Gaga

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