

Color Cosmetics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global color cosmetics market size reached US\$ 77.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 112.2 Billion by 2028, exhibiting a growth rate (CAGR) of 6.1% during 2023-2028.

Color cosmetics are makeup products, such as foundation, eye shadow, lipstick, and blush, which are used by individuals to enhance facial features and boost their self-esteem. They are manufactured using a combination of core ingredients, including water, emulsifiers, preservatives, thickeners, emollients, pigments, fragrances, and pH stabilizers. Nowadays, several manufacturers are offering hybrid color cosmetics that also provide therapeutic benefits to the skin. For instance, a foundation that reduces fine lines and wrinkles or a concealer that helps treat acne.

Color Cosmetics Market Trends:

The growing urban population, inflating income levels, and the increasing consciousness among individuals about their physical appearances are among the key factors influencing the market positively. Moreover, the development of social commerce platforms that enable consumers to interact with brands or purchase a product or service via non-traditional channels, online forums, or social media platforms is bolstering the market growth. In addition, with the rising use of social media and advanced data analysis, brands are increasingly delivering relevant and targeted advertisements to consumers for expanding the sales of color cosmetics across the world. Besides this, the introduction of virtual try-on features in online apps, which allow consumers to try makeup products in real-time and obtain a personalized skin analysis

and skincare routine, is contributing to the market growth. Apart from this, due to the growing consumer awareness of natural cosmetics, companies are focusing on replacing synthetic ingredients with natural plant-based colorants. This can also be attributed to a considerable shift towards sustainable raw materials due to increasing environmental consciousness. Furthermore, the introduction of premium color cosmetics in innovative packaging designs is anticipated to create a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global color cosmetics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on target market, distribution channel and application.

Breakup by Target Market:

- Mass Products
- Prestige Products

Breakup by Distribution Channel:

- Offline
- Online

Breakup by Application:

- Nail Products
- Lip Products
- Eye Products
- Facial Products
- Hair Products
- Others

Breakup by Region:

- North America
- United States
- Canada

Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa
Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being Avon Products Inc. (Natura & Co), Chantecaille Beaut? (Beiersdorf AG), Ciat? London (Brand Agency London), Coty Inc., Kryolan, L'Or?al S.A., Revlon Inc., Shiseido Company Limited, The Est?e Lauder Companies Inc. and Unilever plc.

Key Questions Answered in This Report

1. What was the size of the global color cosmetics market in 2022?
2. What is the expected growth rate of the global color cosmetics market during 2023-2028?
3. What has been the impact of COVID-19 on the global color cosmetics market?
4. What are the key factors driving the global color cosmetics market?
5. What is the breakup of the global color cosmetics market based on the target market?
6. What is the breakup of the global color cosmetics market based on the distribution channel?

7. What is the breakup of the global color cosmetics market based on the application?
8. What are the key regions in the global color cosmetics market?
9. Who are the key players/companies in the global color cosmetics market?

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