

Europe Lip Care Products Market Report by Category (Non-Medicated, Medicated and Therapeutic, Sun Protection), Product Type (Lip Balm, Lip Butter, Lip Scrubs, Lip Oil, and Others), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies and Drug Stores, Specialty Stores, and Others), and Country 2024-2032

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Abstracts

The Europe lip care products market size reached US\$ 755.6 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,022.6 Million by 2032, exhibiting a growth rate (CAGR) of 3.3% during 2024-2032.

Lip care products form an occlusive layer on the lips which protects them from external exposure. As the skin on the lips is thin, therefore they are often the first to present the signs of dryness. These products relieve and moisturize dry lips, angular cheilitis, stomatitis or cold sores. Lip care products are composed of gel or wax like substance and contain beeswax or carnauba wax, camphor, cetyl alcohol, lanolin, paraffin and petroleum, among other ingredients. A few other varieties of lip care products may also contain dyes, flavor, fragrance, phenol, salicylic acid, and sunscreens.

Females generally represent the main consumers of lip care products in Europe, however, catalyzed by a growing trend of personnel grooming among men, the number of male consumers is also continuously increasing. Another trend being witnessed in the market is an increasing demand for sun protection lip care products which provide protection to the lips from the prolonged exposure to the sun, which can otherwise result in wrinkling, premature aging or actinic cheilitis. Various manufacturers are now also investing in product innovations, faster and long-lasting formulas, and adding attractive

ranges to increase their consumer base. Germany currently represents the largest market in Europe followed by the United Kingdom.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Europe lip care products market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on category, product type and distribution channel.

Breakup by Category:

- Non-Medicated
- Medicated and Therapeutic
- Sun Protection

Breakup by Product Type:

- Lip Balm
- Lip Butter
- Lip Scrubs
- Lip Oil
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies and Drug Stores
- Specialty Stores
- Others

Breakup by Country:

- Germany
- United Kingdom
- France
- Italy
- Spain
- Russia
- Others

Competitive Landscape:

The report has also examined the competitive landscape of the Europe lip care products market and provides the profiles of the key players operating in the market.

Key Questions Answered in This Report

1. What was the size of the Europe lip care products market in 2023?
2. What is the expected growth rate of the Europe lip care products market during 2024-2032?
3. What are the key factors driving the Europe lip care products market?
4. What has been the impact of COVID-19 on the Europe lip care products market?
5. What is the breakup of the Europe lip care products market based on the category?
6. What is the breakup of the Europe lip care products market based on the product type?
7. What is the breakup of the Europe lip care products market based on the distribution channel?
8. What are the key regions in the Europe lip care products market?

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