

Face Makeup Market Report by Product Type (Foundation, Face Powder, Blush, Concealer, Bronzer, and Others), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Pharmacies, Online Stores, and Others), and Region 2024-2032

<https://marketpublishers.com/r/F9EED1F84BEBEN.html>

Date: January 2024

Pages: 145

Price: US\$ 3,899.00 (Single User License)

ID: F9EED1F84BEBEN

Abstracts

The global face makeup market size reached US\$ 38.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 53.9 Billion by 2032, exhibiting a growth rate (CAGR) of 3.7% during 2024-2032. The rising influence of social media and beauty influencers, increasing beauty consciousness and focus on personal grooming, and the easy availability of innovative formulations are some of the major factors propelling the market.

Face makeup refers to cosmetic products applied to the skin's surface to enhance facial features, conceal imperfections, and achieve a desired aesthetic appearance. It encompasses a range of products, including foundation, concealer, blush, bronzer, highlighter, and setting powders. Face makeup is used to create a smooth and even complexion, covering blemishes, uneven skin tone, and other skin concerns. It allows individuals to accentuate their facial contours, add radiance, and achieve various makeup looks, from natural to dramatic. Face makeup plays a pivotal role in personal grooming and self-expression, helping individuals present their best appearance and boost their confidence. At present, face makeup is gaining immense traction across the globe due to its transformative ability to enhance features and provide a polished, camera-ready appearance.

The escalating demand for makeup products that help achieve flawless complexions

and alluring aesthetics due to the increasing beauty consciousness represents the primary factor driving the market growth. Moreover, the rising influence of beauty influencers and makeup tutorials has accelerated consumer interest, inspiring them to experiment with diverse face makeup products, thereby positively influencing the market growth. Additionally, numerous advancements in cosmetic technology that offer long-lasting wear, lightweight textures, and skin-friendly ingredients which resonate with health-conscious consumers have accelerated the product adoption rate. Apart from this, the shifting trend toward diverse skin tones, encouraging brands to expand shade ranges and cater to a wider spectrum of consumers is another major growth-inducing factor. Furthermore, the rising convenience of online shopping and e-commerce platforms that enable consumers to access a plethora of products from the comfort of their homes is contributing to market growth.

Face Makeup Market Trends/Drivers:

Rising social media influence

The dominance of social media platforms has radically transformed the face makeup market as beauty enthusiasts worldwide are drawn to platforms like Instagram, TikTok, and YouTube, where makeup influencers flaunt innovative looks and share step-by-step tutorials. As consumers follow these trends, they seek out the same products used by influencers, contributing to soaring demand. The power of social media lies in its ability to create viral makeup challenges, inspiring a global community to experiment with a wide range of face makeup products. This virtual connectivity influences purchasing decisions and motivates consumers to recreate intricate makeup styles, thereby fueling market growth. Brands capitalize on this trend by actively engaging with influencers and creating shareable content, strategically aligning their products with the ever-evolving landscape of social media aesthetics.

Numerous technological advancements

Innovation stands as a pillar of growth in the face makeup market as numerous technological advancements have given rise to breakthrough formulations that address consumers' desires for enhanced performance and comfort. Long-lasting wear, water-resistant properties, and lightweight textures resonate with modern lifestyles, offering makeup that stays put throughout the day. The incorporation of skin-friendly ingredients and cruelty-free formulations aligns with the burgeoning interest in health-conscious and ethical choices. These advancements are instrumental in shaping consumer preferences, as individuals gravitate toward products that offer both aesthetic appeal and functional benefits. The dynamic intersection of science and beauty fuels

continuous exploration, as companies strive to introduce cutting-edge solutions that cater to evolving makeup needs.

Evolving Beauty Trends

The face makeup industry is undergoing a transformative shift driven by an inclusive approach to beauty as consumers are becoming more vocal about the importance of representation, prompting brands to expand their shade ranges and cater to diverse skin tones. This inclusivity resonates deeply with consumers seeking products that acknowledge and celebrate their unique identities. The market's responsiveness to this demand meets consumer expectations and fosters a sense of belonging and empowerment. Brands that prioritize inclusivity gain a competitive edge and contribute to a broader societal conversation on diversity and self-expression. The momentum of this trend reaffirms the market's trajectory as it embraces and celebrates the beauty of individuality.

Face Makeup Industry Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global face makeup market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

- Foundation
- Face Powder
- Blush
- Concealer
- Bronzer
- Others

Foundation represents the most popular product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes foundation, face powder, blush, concealer, bronzer, and others. According to the report, foundation represented the largest segment.

Foundation is a fundamental face makeup product used to create an even skin tone, conceal imperfections, and provide a base for other makeup products. It comes in

various forms, including liquid, cream, powder, and stick, catering to different preferences and skin types. Foundation drives the face makeup market by serving as a cornerstone product that forms the canvas for various makeup looks. With evolving consumer demands for natural yet flawless appearances, foundations are developed with innovative formulations, including long-lasting wear, luminosity, and skincare benefits.

Moreover, the rising diversity of shade ranges, addressing a wide spectrum of skin tones, reflects inclusivity and resonates with consumers seeking personalized solutions has catalyzed market growth. As a quintessential face makeup item, foundation's ability to enhance beauty while aligning with modern lifestyle demands solidifies its role in propelling market growth.

Breakup by Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Pharmacies

Online Stores

Others

Supermarkets/hypermarkets accounts for the majority of the market share

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets/hypermarkets, specialty stores, pharmacies, online stores, and others. According to the report, supermarkets/hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets are large retail establishments offering a wide range of consumer goods under one roof, including groceries, household items, and personal care products. These distribution channels fuel the face makeup market by providing convenient and accessible platforms for consumers to discover, explore, and purchase a diverse array of face makeup products. With their strategic placement and extensive foot traffic, these retail outlets enhance product visibility, influencing consumer choices and encouraging impulse purchases. Moreover, supermarkets and hypermarkets cater to diverse customer preferences, showcasing various brands, shades, and formulations, enabling consumers to make informed decisions. The enhanced convenience of in-store shopping coupled with the emergence of online shopping platforms offered by these retailers further amplifies market accessibility, contributing significantly to the growth of

the face makeup industry by reaching a broader audience.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

North America exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America held the biggest share in the market since the region boasts a dynamic blend of beauty-conscious consumers, evolving beauty trends, and robust market infrastructure. With an increasing focus on self-expression and aesthetic enhancement, North American consumers drive demand for innovative face makeup products that cater to diverse preferences and styles. The region's inclination toward clean beauty, inclusivity, and eco-conscious choices influences product development, resulting in formulations that align with these values. Apart from this, the widespread presence of influential beauty influencers and media platforms amplifies trends that motivates consumers to embrace new makeup looks and invest in quality products is another major growth-inducing factor. Furthermore, North America's well-established network of retail channels, ranging from specialty beauty stores to e-commerce giants, ensures widespread accessibility and availability of face makeup products, further solidifying its position as a leading regional market.

Competitive Landscape:

Key players in the face makeup market are driving innovation by introducing cutting-edge products that redefine cosmetic experiences. The integration of augmented reality (AR) technology allows consumers to virtually try on makeup, enabling personalized selections and minimizing purchase uncertainty. Hybrid formulations, such as tinted moisturizers with skincare benefits, cater to health-conscious consumers seeking multifunctional products. Sustainable packaging solutions, including refillable compacts and biodegradable materials, align with eco-friendly trends. Moreover, advancements in

clean beauty formulations free from harmful chemicals resonate with consumers valuing transparency and skin well-being. These innovations enhance product efficacy and reshape consumer engagement, sustainability efforts, and product diversification, positioning key players at the forefront of industry transformation.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

L'Oréal S.A.

LVMH Moët Hennessy Louis Vuitton

Coty Inc.

Kao Corporation

Oriflame Cosmetics SA.

Recent Developments:

In September 2023, L'Oréal S.A., a renowned leader in the beauty and cosmetics industry, acquired Skinbetter Science. This strategic move facilitated the expansion of L'Oréal's product portfolio, underscoring its commitment to delivering innovative and effective skincare solutions to consumers worldwide. By adding Skinbetter Science's offerings to its repertoire, L'Oréal fortified its foothold in the skincare domain, enhancing its ability to address diverse skincare needs and preferences. This acquisition resonates with L'Oréal's ongoing pursuit of excellence and market leadership, allowing the company to tap into new avenues of growth and innovation.

In March 2021, Coty Inc., a prominent figure in the beauty and fragrance industry, expanded its Gucci Beauty makeup line with a range of new and captivating products designed for the face, lips, and eyes. This expansion is a testament to the company's commitment to curating a comprehensive and trendsetting makeup collection that caters to the diverse preferences and desires of beauty enthusiasts. By introducing new offerings for the face, such as foundation, blush, and highlighters, Coty ensures a complete canvas for makeup artistry. The addition of lip products, including lipsticks and lip glosses, amplifies self-expression, while eye makeup products like eyeshadows and eyeliners encourage endless creativity.

In December 2023, Kao Corporation, a leading name in the beauty and personal care industry, has launched UNLICS, an innovative cosmetic brand tailored specifically for the aspirations of Gen Z men. UNLICS caters to a generation that seeks a more profound form of beauty that transcends traditional personal grooming. With a vision that resonates with the evolving preferences of young men, UNLICS aims to encapsulate a holistic approach to beauty, encompassing self-expression, self-care, and individuality. This strategic move by the company addresses the shifting landscape

of masculinity, embracing the empowerment of men to embrace skincare and cosmetics as tools of self-empowerment.

Key Questions Answered in This Report

1. What is the size of the global face makeup market?
2. What has been the impact of COVID-19 on the global face makeup market?
3. What is the expected growth rate of the global face makeup market?
4. What are the key factors driving the global face makeup market?
5. What is the breakup of the global face makeup market based on the product type?
6. What is the breakup of the global face makeup market based on the distribution channel?
7. What are the key regions in the global face makeup market?
8. Who are the key companies/players in the global face makeup market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL FACE MAKEUP MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Region
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Forecast
- 5.8 SWOT Analysis
 - 5.8.1 Overview
 - 5.8.2 Strengths
 - 5.8.3 Weaknesses
 - 5.8.4 Opportunities

5.8.5 Threats

5.9 Value Chain Analysis

5.9.1 Overview

5.9.2 Research and Development

5.9.3 Raw Material Procurement

5.9.4 Manufacturing

5.9.5 Marketing

5.9.6 Distribution

5.9.7 End-Use

5.10 Porters Five Forces Analysis

5.10.1 Overview

5.10.2 Bargaining Power of Buyers

5.10.3 Bargaining Power of Suppliers

5.10.4 Degree of Competition

5.10.5 Threat of New Entrants

5.10.6 Threat of Substitutes

6 MARKET BREAKUP BY PRODUCT TYPE

6.1 Foundation

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Face Powder

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Blush

6.3.1 Market Trends

6.3.2 Market Forecast

6.4 Concealer

6.4.1 Market Trends

6.4.2 Market Forecast

6.5 Bronzer

6.5.1 Market Trends

6.5.2 Market Forecast

6.6 Others

6.6.1 Market Trends

6.6.2 Market Forecast

7 MARKET BREAKUP BY REGION

7.1 North America

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Europe

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Asia Pacific

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Latin America

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Middle East and Africa

7.5.1 Market Trends

7.5.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Supermarkets/Hypermarkets

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Specialty Stores

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Pharmacies

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Online Stores

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 FACE MAKEUP MANUFACTURING PROCESS

9.1 Product Overview

9.2 Raw Material Requirements

9.3 Manufacturing Process

9.4 Key Success and Risk Factors

10 COMPETITIVE LANDSCAPE

10.1 Market Structure

10.2 Key Players

10.3 Profiles of Key Players

10.3.1 L'oreal

10.3.1.1 Company Overview

10.3.1.2 Description

10.3.1.3 Product Portfolio

10.3.1.4 Financials

10.3.1.5 SWOT Analysis

10.3.2 Lvmh Moet Hennessy Louis Vuitton

10.3.2.1 Company Overview

10.3.2.2 Description

10.3.2.3 Product Portfolio

10.3.2.4 Financials

10.3.2.5 SWOT Analysis

10.3.3 Coty Inc.

10.3.3.1 Company Overview

10.3.3.2 Description

10.3.3.3 Product Portfolio

10.3.3.4 Financials

10.3.3.5 SWOT Analysis

10.3.4 Kao Corporation

10.3.4.1 Company Overview

10.3.4.2 Description

10.3.4.3 Product Portfolio

10.3.4.4 Financials

10.3.4.5 SWOT Analysis

10.3.5 Oriflame

10.3.5.1 Company Overview

10.3.5.2 Description

10.3.5.3 Product Portfolio

10.3.5.4 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Face Makeup Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Face Makeup Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Face Makeup Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 4: Global: Face Makeup Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Face Makeup: Raw Material Requirements

Table 6: Global: Face Makeup Market: Competitive Structure

Table 7: Global: Face Makeup Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Face Makeup Market: Major Drivers and Challenges

Figure 2: Global: Face Makeup Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Face Makeup Market: Breakup by Product Type (in %), 2023

Figure 4: Global: Face Makeup Market: Breakup by Region (in %), 2023

Figure 5: Global: Face Makeup Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Face Makeup Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 7: Global: Face Makeup Industry: SWOT Analysis

Figure 8: Global: Face Makeup Industry: Value Chain Analysis

Figure 9: Global: Face Makeup Industry: Porter's Five Forces Analysis

Figure 10: Global: Face Makeup (Foundation) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Face Makeup (Foundation) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Face Makeup (Face Powder) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Face Makeup (Face Powder) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Face Makeup (Blush) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Face Makeup (Blush) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Face Makeup (Concealer) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Face Makeup (Concealer) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Face Makeup (Bronzer) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Face Makeup (Bronzer) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Face Makeup (Other Product Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Face Makeup (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: North America: Face Makeup Market: Sales Value (in Million US\$), 2018 &

2023

Figure 23: North America: Face Makeup Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Europe: Face Makeup Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Europe: Face Makeup Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Asia Pacific: Face Makeup Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Asia Pacific: Face Makeup Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Latin America: Face Makeup Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Latin America: Face Makeup Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Middle East and Africa: Face Makeup Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Middle East and Africa: Face Makeup Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Face Makeup Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 33: Global: Face Makeup Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 34: Global: Face Makeup Market: Sales through Specialty Stores (in Million US\$), 2018 & 2023

Figure 35: Global: Face Makeup Market Forecast: Sales through Specialty Stores (in Million US\$), 2024-2032

Figure 36: Global: Face Makeup Market: Sales through Pharmacies (in Million US\$), 2018 & 2023

Figure 37: Global: Face Makeup Market Forecast: Sales through Pharmacies (in Million US\$), 2024-2032

Figure 38: Global: Face Makeup Market: Sales through Online Stores (in Million US\$), 2018 & 2023

Figure 39: Global: Face Makeup Market Forecast: Sales through Online Stores (in Million US\$), 2024-2032

Figure 40: Global: Face Makeup Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 41: Global: Face Makeup Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 42: Face Makeup Manufacturing: Detailed Process Flow

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