

Lip Care Products Market Report by Product Type (Non-Medicated, Medicated and Therapeutic, Sun Protection), Distribution Channel (Supermarkets and Hypermarkets, Specialty Retailers, Pharmacies and Drug Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global lip care products market size reached US\$ 2.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.5 Billion by 2032, exhibiting a growth rate (CAGR) of 4% during 2024-2032. The increasing consumer awareness regarding lip health, changing lifestyles with rising urbanization and environmental factors, surging disposable incomes, shifting focus on natural and innovative formulations, and the expansion of e-commerce platforms are some of the factors propelling the market.

Lip care products are crafted using a blend of carefully chosen ingredients, meticulously formulated to address various lip concerns effectively. Their manufacturing process involves selecting nourishing components, such as natural oils, butter, and emollients, to hydrate and protect the delicate lip skin. These ingredients play a crucial role in preventing chapping and cracking while promoting suppleness. The advantages of lip care products extend beyond moisturization. Many formulations include SPF protection, guarding against harmful ultraviolet (UV) rays, and preventing sun-induced damage. Additionally, they act as a barrier, shielding the lips from harsh weather conditions, pollution, and other external aggressors. The common types of lip care products include tinted balms and lip masks.

The global lip care products market is influenced by the increasing awareness about lip

health and the benefits of lip care products among consumers. Moreover, changing lifestyles, especially in urban areas, where environmental factors like pollution and harsh weather conditions contribute to the need for effective lip care solutions, are favoring the market growth. Besides this, the rising disposable income of consumers and the escalating popularity of natural and organic lip care products are driving the market growth. Furthermore, the shifting preference toward chemical-free options and the expansion of e-commerce platforms are supporting the market growth. Besides this, advancements in product formulations and innovations, such as long-lasting lip care solutions, and the influence of social media platforms are accelerating the market growth.

Lip Care Products Market Trends/Drivers:

Increasing awareness about lip health and lip care products

The rising awareness about lip health and the significance of proper lip care practices is a major driver of the global lip care products market. Consumers are becoming more conscious of the detrimental effects of neglecting lip health, such as dryness, chapping, and sun damage. This heightened awareness prompts individuals to seek effective solutions to maintain soft, healthy lips. Market research indicates that educational initiatives, advertising campaigns, and social media influencers play crucial roles in disseminating information about lip care benefits. As consumers increasingly prioritize lip health as part of their daily routines, they actively seek out lip care products that offer nourishment, hydration, and protection.

Changing lifestyles and environmental factors

The second driver influencing the global lip care products market is the shift in lifestyles, particularly in urban areas. Factors like pollution, extreme weather conditions, and lifestyle habits, such as smoking and excessive caffeine intake, contribute to the deterioration of lip health. These adverse environmental influences increase the occurrence of lip dryness, sensitivity, and cracking, creating a demand for lip care solutions. Urban dwellers seek products that can shield their lips from environmental aggressors and restore their natural moisture barrier. Additionally, the growing prevalence of outdoor activities, especially in the leisure and sports sectors, further emphasizes the need for effective lip care.

Rising disposable income and expenditure on personal care

The global lip care products market is significantly influenced by the increasing

disposable income of consumers worldwide. As economies grow, individuals have more financial resources at their disposal, enabling them to spend on personal care and grooming products. Lip care products are considered essential for maintaining overall appearance and well-being, leading consumers to allocate a portion of their discretionary income toward such items. Moreover, the growing emphasis on self-care and personal grooming further drives the demand for lip care products. As disposable income continues to rise, lip care product manufacturers and market research companies can explore new product segments and expand their reach in the global market.

Lip Care Products Industry Segmentation:

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

Breakup by Product Type:

Non-Medicated

Medicated and Therapeutic

Sun Protection

Non-medicated dominates the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes non-medicated, medicated and therapeutic, and sun protection. According to the report, non-medicated lip products represented the largest segment.

The non-medicated segment dominates the lip care products market due to the rising demand for preventive lip care solutions. Consumers increasingly seek products that offer hydration, nourishment, and protection for their lips to maintain optimal lip health. Moreover, the growing preference for natural and organic ingredients contributes to the dominance of non-medicated lip care products. Additionally, the versatility of non-medicated lip care products appeals to a wider consumer base. These products are suitable for regular use by individuals of all ages, including children, and can be used in various weather conditions. Furthermore, their widespread availability in retail stores, supermarkets, and e-commerce platforms fuels their dominance in the market. As consumers prioritize preventive lip care and embrace natural solutions, the non-

medicated segment continues to thrive and lead the lip care products market.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Retailers

Pharmacies and Drug Stores

Online Stores

Others

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, specialty retailers, pharmacies and drug stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

The dominance of the supermarkets and hypermarkets segment in the lip care products market can be attributed to the surging awareness regarding the convenience and accessibility offered by these retail formats. Supermarkets and hypermarkets are widespread, making lip care products readily available to a wide consumer base. Their strategic locations in urban and suburban areas ensure easy access for customers seeking quick and hassle-free purchases. Additionally, the extensive product range found in supermarkets and hypermarkets allows consumers to explore various lip care options, compare brands, and make informed choices. Furthermore, the economies of scale enjoyed by these retail giants enable them to negotiate better deals with manufacturers and suppliers, resulting in competitive pricing for lip care products. This attracts cost-conscious consumers, further boosting the segment's market share. In line with this, supermarkets and hypermarkets often engage in effective marketing and promotional activities, including in-store displays and discounts, increasing product visibility and driving impulse purchases.

Breakup by Region:

Europe

Germany

France

United Kingdom

Italy

Spain
Russia
Others
North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Latin America
Brazil
Mexico
Argentina
Colombia
Chile
Peru
Others
Middle East and Africa
Turkey
Saudi Arabia
Iran
United Arab Emirates
Others

Asia Pacific exhibits a clear dominance, accounting for the largest lip care products market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, Others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others); Latin America (Brazil, Mexico, Argentina, Colombia, Chile, Peru, Others); and the Middle East and Africa (Turkey, Saudi Arabia, Iran, United Arab Emirates, Others). According to the report, Asia Pacific represented the largest segment.

Asia Pacific dominates the global lip care products market due to the region's large and diverse population, coupled with increasing disposable incomes. This is also bolstered by the changing lifestyles and urbanization, which has led to a rise in environmental factors like pollution and harsh weather, further necessitating the use of lip care products for protection and nourishment. Additionally, cultural factors play a significant role, with a strong emphasis on grooming and beauty in many Asian countries, further driving the demand for lip care solutions. Moreover, the Asian market exhibits a penchant for natural and herbal products, aligning with the global trend towards clean and green beauty. This preference has given rise to a proliferation of natural lip care offerings, enhancing the region's market dominance. In line with this, the popularity of K-beauty and J-beauty trends originating from South Korea and Japan respectively, has further accelerated the adoption of lip care products throughout the Asia Pacific.

Competitive Landscape:

The competitive landscape of the global lip care products market is characterized by intense rivalry and a diverse range of players vying for market share. Companies operating in this space are driven by the increasing consumer demand for lip health and personalized lip care solutions. Market players strive to differentiate themselves through product innovation, unique formulations, and appealing packaging. Natural and organic lip care offerings have gained traction, pushing companies to explore sustainable and eco-friendly alternatives. Additionally, partnerships with dermatologists, cosmetologists, and influencers are leveraged to strengthen brand credibility and reach a broader audience. E-commerce platforms have become crucial channels for market penetration, providing convenient access to consumers worldwide. As competition intensifies, effective market research and strategic planning play vital roles in understanding consumer preferences, identifying market gaps, and capitalizing on emerging trends to maintain a competitive edge in the lip care products market.

The 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:

Kao Corporation
Revlon, Inc.
Beiersdorf AG
The Clorox Company
Unilever N.V./PLC
Carma Labs, Inc.

L'Oréal S.A.
Bayer AG
EOS Products, LLC
Avon Products, Inc.

Recent Developments:

In March 2023, Avon Products Inc. announced to establish R&D processes in Brazil and Poland to deliver seamless supply chain capabilities for its Natura in Brazil operations and connect with key markets where representatives and consumers now reside.

In June 2023, Kao Corporation announced to relaunch the Sensai Ultimate Series to celebrate its 10th anniversary. The refreshed range will roll out in over 40 countries from September.

In February 2023, Unilever announced the sale of its Suave brand headquartered in North America to Yellow Wood Partners LCC. The Suave beauty brand includes skin care, hair care, and deodorant products.

Key Questions Answered in This Report

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

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