

# Lipstick Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global lipstick market size reached US\$ 8.1 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 11.5 Billion by 2027, exhibiting a growth rate (CAGR) of 5.97% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Lipstick is a cosmetic product that is used to color the lips and contains oils, pigments, waxes and emollients. It is widely used for enhancing the texture of lips and providing a radiant look to the overall facial appearance. It is manufactured in a multi-stage process that begins with melting and mixing various ingredients, shaping them into tubular molds and then packaging the final product. Nowadays, lipsticks are also being enriched with vitamin E, glycerin and coconut oil to maintain healthy lips. They also act as a lip balm that provides both hydration and color to the lips. They are often worn by both men and women and are among the most commonly used makeup products across the globe.

Growing urbanization coupled with increasing working women base across the globe is the key factor driving the growth of the market. The demand for lipsticks has grown substantially among women owing to their escalating purchasing power along with the growing consciousness about physical appearance. Furthermore, e-commerce platforms have brought massive changes to the beauty industry by providing consumers with a well-designed and immersive shopping experience. Attractive price concession along with easy accessibility offered by online retailers has also resulted in increasing product demand. Additionally, aggressive promotional activities by leading brands and established manufacturers on popular social media sites such as Facebook and Instagram are also contributing to burgeoning product demand. Moreover, owing to

growing health-consciousness, consumers are increasingly opting for organic and lead-free lipsticks. Other factors such as product premiumization along with the introduction of lipsticks with customizable shades and personalized applicators are also fueling the market growth further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global lipstick market report, along with forecasts at the global and regional level from 2022-2027. Our report has categorized the market based on product type, colour, applicator, age group, gender and distribution channel.

#### Breakup by Product Type:

- Satin/Sheer
- Matte
- Crème
- Gloss
- Metallic
- Shimmer
- Others

#### Breakup by Colour:

- Red
- Pink
- Nude
- Maroon
- Others

#### Breakup by Applicator:

- Lipstick Cream
- Lipstick Palette
- Lipstick Pencil
- Lipstick Tube/Stick
- Liquid Lipstick

#### Breakup by Age Group:

Under 18

18-30

30-40

40-50

Above 50

Breakup by Gender:

Female

Unisex

Breakup by Distribution Channel:

Departmental/Grocery Stores

Multi Branded Retail Stores

Supermarkets and Hypermarkets

Exclusive Retail Stores

Online Channels

Others

Breakup by Region:

North America

Asia Pacific

Europe

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being L'Oréal SA, Procter & Gamble (P&G) Company, Avon Products, Inc., Shiseido Company, Limited, LVMH Moët Hennessy – Louis Vuitton SE, Estee Lauder Companies Inc., Oriflame Holding AG, Revlon, Inc., Markwins Beauty Brands, Inc., Stargazer Products, Coty Inc., The Clorox Company, DHC Corporation, Johnson & Johnson, Chanel S.A., Inglot Cosmetics, Unilever Group and Rohto Pharmaceutical Co., Ltd. etc.

Key Questions Answered in This Report:

How has the global lipstick market performed so far and how will it perform in the

coming years?

What are the key regional markets in the global lipstick industry?

What has been the impact of COVID-19 on the global lipstick industry?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the colour?

What is the breakup of the market based on the applicator?

What is the breakup of the market based on the age group?

What is the breakup of the market based on the gender?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the global lipstick industry?

What are the key driving factors and challenges in the global lipstick industry?

What is the structure of the global lipstick industry and who are the key players?

What is the degree of competition in the global lipstick industry?

What are the profit margins in the lipstick industry?

## 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 LIPSTICK 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 Colour
- 5.6 Market Breakup by Applicator
- 5.7 Market Breakup by Age Group
- 5.8 Market Breakup by Gender
- 5.9 Market Breakup by Distribution Channel
- 5.10 Market Breakup by Region
- 5.11 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

## 6.1 Satin/Sheer

6.1.1 Market Trends

6.1.2 Market Forecast

## 6.2 Matte

6.2.1 Market Trends

6.2.2 Market Forecast

## 6.3 Cr?me

6.3.1 Market Trends

6.3.2 Market Forecast

## 6.4 Gloss

6.4.1 Market Trends

6.4.2 Market Forecast

## 6.5 Metallic

6.5.1 Market Trends

6.5.2 Market Forecast

## 6.6 Shimmer

6.6.1 Market Trends

6.6.2 Market Forecast

## 6.7 Others

6.7.1 Market Trends

6.7.2 Market Forecast

## **7 MARKET BREAKUP BY COLOUR**

### 7.1 Red

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 Pink

7.2.1 Market Trends

7.2.2 Market Forecast

### 7.3 Nude

7.3.1 Market Trends

7.3.2 Market Forecast

### 7.4 Maroon

7.4.1 Market Trends

7.4.2 Market Forecast

### 7.5 Others

7.5.1 Market Trends

7.5.2 Market Forecast

## **8 MARKET BREAKUP BY APPLICATOR**

### 8.1 Lipstick Cream

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Lipstick Palette

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Lipstick Pencil

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

### 8.4 Lipstick Tube/Stick

#### 8.4.1 Market Trends

#### 8.4.2 Market Forecast

### 8.5 Liquid Lipstick

#### 8.5.1 Market Trends

#### 8.5.2 Market Forecast

## **9 MARKET BREAKUP BY AGE GROUP**

### 9.1 Under

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 18-30

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 30-40

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 40-50

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

### 9.5 Above

#### 9.5.1 Market Trends

#### 9.5.2 Market Forecast

## **10 MARKET BREAKUP BY GENDER**

## 10.1 Female

10.1.1 Market Trends

10.1.2 Market Forecast

## 10.2 Unisex

10.2.1 Market Trends

10.2.2 Market Forecast

# 11 MARKET BREAKUP BY DISTRIBUTION CHANNEL

## 11.1 Departmental/Grocery Stores

11.1.1 Market Trends

11.1.2 Market Forecast

## 11.2 Multi Branded Retail Stores

11.2.1 Market Trends

11.2.2 Market Forecast

## 11.3 Supermarkets and Hypermarkets

11.3.1 Market Trends

11.3.2 Market Forecast

## 11.4 Exclusive Retail Stores

11.4.1 Market Trends

11.4.2 Market Forecast

## 11.5 Online Channels

11.5.1 Market Trends

11.5.2 Market Forecast

## 11.6 Others

11.6.1 Market Trends

11.6.2 Market Forecast

# 12 MARKET BREAKUP BY REGION

## 12.1 North America

12.1.1 Market Trends

12.1.2 Market Forecast

## 12.2 Asia Pacific

12.2.1 Market Trends

12.2.2 Market Forecast

## 12.3 Europe

12.3.1 Market Trends

12.3.2 Market Forecast



## 12.4 Middle East and Africa

### 12.4.1 Market Trends

### 12.4.2 Market Forecast

## 12.5 Latin America

### 12.5.1 Market Trends

### 12.5.2 Market Forecast

## **13 SWOT ANALYSIS**

### 13.1 Overview

### 13.2 Strengths

### 13.3 Weaknesses

### 13.4 Opportunities

### 13.5 Threats

## **14 VALUE CHAIN ANALYSIS**

## **15 PORTER'S FIVE FORCES ANALYSIS**

### 15.1 Overview

### 15.2 Bargaining Power of Buyers

### 15.3 Bargaining Power of Suppliers

### 15.4 Degree of Competition

### 15.5 Threat of New Entrants

### 15.6 Threat of Substitutes

## **16 PRICE ANALYSIS**

## **17 COMPETITIVE LANDSCAPE**

### 17.1 Market Structure

### 17.2 Key Players

### 17.3 Profiles of Key Players

#### 17.3.1 L'Oréal SA

#### 17.3.2 Procter & Gamble (P&G) Company

#### 17.3.3 Avon Products, Inc.

#### 17.3.4 Shiseido Company, Limited

#### 17.3.5 LVMH Moët Hennessy – Louis Vuitton SE

#### 17.3.6 Estee Lauder Companies Inc.

- 17.3.7 Oriflame Holding AG
- 17.3.8 Revlon, Inc.
- 17.3.9 Markwins Beauty Brands, Inc.
- 17.3.10 Stargazer Products
- 17.3.11 Coty Inc.
- 17.3.12 The Clorox Company
- 17.3.13 DHC Corporation
- 17.3.14 Johnson & Johnson
- 17.3.15 Chanel S.A.
- 17.3.16 Inglot Cosmetics
- 17.3.17 Unilever Group
- 17.3.18 Rohto Pharmaceutical Co., Ltd.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Lipstick Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Lipstick Market Forecast: Breakup by Product Type (in Billion US\$), 2022-2027

Table 3: Global: Lipstick Market Forecast: Breakup by Colour (in Billion US\$), 2022-2027

Table 4: Global: Lipstick Market Forecast: Breakup by Applicator (in Billion US\$), 2022-2027

Table 5: Global: Lipstick Market Forecast: Breakup by Age Group (in Billion US\$), 2022-2027

Table 6: Global: Lipstick Market Forecast: Breakup by Gender (in Billion US\$), 2022-2027

Table 7: Global: Lipstick Market Forecast: Breakup by Distribution Channel (in Billion US\$), 2022-2027

Table 8: Global: Lipstick Market Forecast: Breakup by Region (in Billion US\$), 2022-2027

Table 9: Global: Lipstick Market: Competitive Structure

Table 10: Global: Lipstick Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Lipstick Market: Major Drivers and Challenges

Figure 2: Global: Lipstick Market: Sales Value (in Billion US\$), 2016 - 2021

Figure 3: Global: Lipstick Market: Breakup by Product Type (in %), 2021

Figure 4: Global: Lipstick Market: Breakup by Colour (in %), 2021

Figure 5: Global: Lipstick Market: Breakup by Applicator (in %), 2021

Figure 6: Global: Lipstick Market: Breakup by Age Group (in %), 2021

Figure 7: Global: Lipstick Market: Breakup by Gender (in %), 2021

Figure 8: Global: Lipstick Market: Breakup by Distribution Channel (in %), 2021

Figure 9: Global: Lipstick Market: Breakup by Region (in %), 2021

Figure 10: Global: Lipstick Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 11: Global: Lipstick Industry: SWOT Analysis

Figure 12: Global: Lipstick Industry: Value Chain Analysis

Figure 13: Global: Lipstick Industry: Porter's Five Forces Analysis

Figure 14: Global: Lipstick (Satin/Sheer) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 15: Global: Lipstick (Satin/Sheer) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 16: Global: Lipstick (Matte) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 17: Global: Lipstick (Matte) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 18: Global: Lipstick (Cr?me) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 19: Global: Lipstick (Cr?me) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 20: Global: Lipstick (Gloss) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 21: Global: Lipstick (Gloss) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 22: Global: Lipstick (Metallic) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 23: Global: Lipstick (Metallic) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 24: Global: Lipstick (Shimmer) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 25: Global: Lipstick (Shimmer) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 26: Global: Lipstick (Other Product Types) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 27: Global: Lipstick (Other Product Types) Market Forecast: Sales Value (in

Billion US\$), 2022-2027

Figure 28: Global: Lipstick (Red) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 29: Global: Lipstick (Red) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 30: Global: Lipstick (Pink) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 31: Global: Lipstick (Pink) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 32: Global: Lipstick (Nude) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 33: Global: Lipstick (Nude) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 34: Global: Lipstick (Maroon) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 35: Global: Lipstick (Maroon) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 36: Global: Lipstick (Other Colour Types) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 37: Global: Lipstick (Other Colour Types) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 38: Global: Lipstick (Lipstick Cream) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 39: Global: Lipstick (Lipstick Cream) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 40: Global: Lipstick (Lipstick Palette) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 41: Global: Lipstick (Lipstick Palette) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 42: Global: Lipstick (Lipstick Pencil) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 43: Global: Lipstick (Lipstick Pencil) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 44: Global: Lipstick (Lipstick Tube/Stick) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 45: Global: Lipstick (Lipstick Tube/Stick) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 46: Global: Lipstick (Liquid Lipstick) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 47: Global: Lipstick (Liquid Lipstick) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 48: Global: Lipstick (Under 18) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 49: Global: Lipstick (Under 18) Market Forecast: Sales Value (in Billion US\$),

2022-2027

Figure 50: Global: Lipstick (18-30) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 51: Global: Lipstick (18-30) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 52: Global: Lipstick (30-40) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 53: Global: Lipstick (30-40) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 54: Global: Lipstick (40-50) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 55: Global: Lipstick (40-50) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 56: Global: Lipstick (Above 50) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 57: Global: Lipstick (Above 50) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 58: Global: Lipstick (Female) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 59: Global: Lipstick (Female) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 60: Global: Lipstick (Unisex) Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 61: Global: Lipstick (Unisex) Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 62: Global: Lipstick Market: Sales through Departmental/Grocery Stores (in Billion US\$), 2016 & 2021

Figure 63: Global: Lipstick Market Forecast: Sales through Departmental/Grocery Stores (in Billion US\$), 2022-2027

Figure 64: Global: Lipstick Market: Sales through Multi Branded Retail Stores (in Billion US\$), 2016 & 2021

Figure 65: Global: Lipstick Market Forecast: Sales through Multi Branded Retail Stores (in Billion US\$), 2022-2027

Figure 66: Global: Lipstick Market: Sales through Supermarkets and Hypermarkets (in Billion US\$), 2016 & 2021

Figure 67: Global: Lipstick Market Forecast: Sales through Supermarkets and Hypermarkets (in Billion US\$), 2022-2027

Figure 68: Global: Lipstick Market: Sales through Exclusive Retail Stores (in Billion US\$), 2016 & 2021

Figure 69: Global: Lipstick Market Forecast: Sales through Exclusive Retail Stores (in Billion US\$), 2022-2027

Figure 70: Global: Lipstick Market: Sales through Online Channels (in Billion US\$), 2016 & 2021

Figure 71: Global: Lipstick Market Forecast: Sales through Online Channels (in Billion

US\$), 2022-2027

Figure 72: Global: Lipstick Market: Sales through Other Distribution Channels (in Billion US\$), 2016 & 2021

Figure 73: Global: Lipstick Market Forecast: Sales through Other Distribution Channels (in Billion US\$), 2022-2027

Figure 74: North America: Lipstick Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 75: North America: Lipstick Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 76: Asia Pacific: Lipstick Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 77: Asia Pacific: Lipstick Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 78: Europe: Lipstick Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 79: Europe: Lipstick Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 80: Middle East and Africa: Lipstick Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 81: Middle East and Africa: Lipstick Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 82: Latin America: Lipstick Market: Sales Value (in Billion US\$), 2016 & 2021

Figure 83: Latin America: Lipstick Market Forecast: Sales Value (in Billion US\$), 2022-2027

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