

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

<https://marketpublishers.com/r/L8F5F50800C6EN.html>

Date: November 2023

Pages: 141

Price: US\$ 2,499.00 (Single User License)

ID: L8F5F50800C6EN

Abstracts

The global lipstick market size reached US\$ 8.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 12.2 Billion by 2028, exhibiting a growth rate (CAGR) of 5.80% during 2022-2028.

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.

Lipstick Market Trends:

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 2023-2028. 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

Cr?me

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.

Key Questions Answered in This Report

1. How big is the global lipstick market?
2. What is the expected growth rate of the global lipstick market during 2023-2028?
3. What are the key factors driving the global lipstick market?

4. What has been the impact of COVID-19 on the global lipstick market?
5. What is the breakup of the global lipstick market based on the product type?
6. What is the breakup of the global lipstick market based on the color?
7. What is the breakup of the global lipstick market based on the applicator?
8. What is the breakup of the global lipstick market based on the age group?
9. What is the breakup of the global lipstick market based on the gender?
10. What is the breakup of the global lipstick market based on the distribution channel?
11. What are the key regions in the global lipstick market?
12. Who are the key players/companies in the global lipstick 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 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, 2022 and 2028

Table 2: Global: Lipstick Market Forecast: Breakup by Product Type (in Billion US\$), 2023-2028

Table 3: Global: Lipstick Market Forecast: Breakup by Colour (in Billion US\$), 2023-2028

Table 4: Global: Lipstick Market Forecast: Breakup by Applicator (in Billion US\$), 2023-2028

Table 5: Global: Lipstick Market Forecast: Breakup by Age Group (in Billion US\$), 2023-2028

Table 6: Global: Lipstick Market Forecast: Breakup by Gender (in Billion US\$), 2023-2028

Table 7: Global: Lipstick Market Forecast: Breakup by Distribution Channel (in Billion US\$), 2023-2028

Table 8: Global: Lipstick Market Forecast: Breakup by Region (in Billion US\$), 2023-2028

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\$), 2017-2022
- Figure 3: Global: Lipstick Market: Breakup by Product Type (in %), 2022
- Figure 4: Global: Lipstick Market: Breakup by Colour (in %), 2022
- Figure 5: Global: Lipstick Market: Breakup by Applicator (in %), 2022
- Figure 6: Global: Lipstick Market: Breakup by Age Group (in %), 2022
- Figure 7: Global: Lipstick Market: Breakup by Gender (in %), 2022
- Figure 8: Global: Lipstick Market: Breakup by Distribution Channel (in %), 2022
- Figure 9: Global: Lipstick Market: Breakup by Region (in %), 2022
- Figure 10: Global: Lipstick Market Forecast: Sales Value (in Billion US\$), 2023-2028
- 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\$), 2017 & 2022
- Figure 15: Global: Lipstick (Satin/Sheer) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 16: Global: Lipstick (Matte) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 17: Global: Lipstick (Matte) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 18: Global: Lipstick (Cr?me) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 19: Global: Lipstick (Cr?me) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 20: Global: Lipstick (Gloss) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 21: Global: Lipstick (Gloss) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 22: Global: Lipstick (Metallic) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 23: Global: Lipstick (Metallic) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 24: Global: Lipstick (Shimmer) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 25: Global: Lipstick (Shimmer) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 26: Global: Lipstick (Other Product Types) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 27: Global: Lipstick (Other Product Types) Market Forecast: Sales Value (in

Billion US\$), 2023-2028

Figure 28: Global: Lipstick (Red) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 29: Global: Lipstick (Red) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 30: Global: Lipstick (Pink) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 31: Global: Lipstick (Pink) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 32: Global: Lipstick (Nude) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 33: Global: Lipstick (Nude) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 34: Global: Lipstick (Maroon) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 35: Global: Lipstick (Maroon) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 36: Global: Lipstick (Other Colour Types) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 37: Global: Lipstick (Other Colour Types) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 38: Global: Lipstick (Lipstick Cream) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 39: Global: Lipstick (Lipstick Cream) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 40: Global: Lipstick (Lipstick Palette) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 41: Global: Lipstick (Lipstick Palette) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 42: Global: Lipstick (Lipstick Pencil) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 43: Global: Lipstick (Lipstick Pencil) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 44: Global: Lipstick (Lipstick Tube/Stick) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 45: Global: Lipstick (Lipstick Tube/Stick) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 46: Global: Lipstick (Liquid Lipstick) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 47: Global: Lipstick (Liquid Lipstick) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 48: Global: Lipstick (Under 18) Market: Sales Value (in Billion US\$), 2017 & 2022

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

2023-2028

Figure 50: Global: Lipstick (18-30) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 51: Global: Lipstick (18-30) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 52: Global: Lipstick (30-40) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 53: Global: Lipstick (30-40) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 54: Global: Lipstick (40-50) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 55: Global: Lipstick (40-50) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 56: Global: Lipstick (Above 50) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 57: Global: Lipstick (Above 50) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 58: Global: Lipstick (Female) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 59: Global: Lipstick (Female) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 60: Global: Lipstick (Unisex) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 61: Global: Lipstick (Unisex) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 62: Global: Lipstick Market: Sales through Departmental/Grocery Stores (in Billion US\$), 2017 & 2022

Figure 63: Global: Lipstick Market Forecast: Sales through Departmental/Grocery Stores (in Billion US\$), 2023-2028

Figure 64: Global: Lipstick Market: Sales through Multi Branded Retail Stores (in Billion US\$), 2017 & 2022

Figure 65: Global: Lipstick Market Forecast: Sales through Multi Branded Retail Stores (in Billion US\$), 2023-2028

Figure 66: Global: Lipstick Market: Sales through Supermarkets and Hypermarkets (in Billion US\$), 2017 & 2022

Figure 67: Global: Lipstick Market Forecast: Sales through Supermarkets and Hypermarkets (in Billion US\$), 2023-2028

Figure 68: Global: Lipstick Market: Sales through Exclusive Retail Stores (in Billion US\$), 2017 & 2022

Figure 69: Global: Lipstick Market Forecast: Sales through Exclusive Retail Stores (in Billion US\$), 2023-2028

Figure 70: Global: Lipstick Market: Sales through Online Channels (in Billion US\$), 2017 & 2022

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

US\$), 2023-2028

Figure 72: Global: Lipstick Market: Sales through Other Distribution Channels (in Billion US\$), 2017 & 2022

Figure 73: Global: Lipstick Market Forecast: Sales through Other Distribution Channels (in Billion US\$), 2023-2028

Figure 74: North America: Lipstick Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 75: North America: Lipstick Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 76: Asia Pacific: Lipstick Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 77: Asia Pacific: Lipstick Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 78: Europe: Lipstick Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 79: Europe: Lipstick Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 80: Middle East and Africa: Lipstick Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 81: Middle East and Africa: Lipstick Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 82: Latin America: Lipstick Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 83: Latin America: Lipstick Market Forecast: Sales Value (in Billion US\$), 2023-2028

I would like to order

Product name: Lipstick Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/L8F5F50800C6EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L8F5F50800C6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

