

# **Mineral Cosmetics Market Report by Product (Face Products, Lip Products, Eye Products, and Others), Distribution Channel (Offline, Online), and Region 2024-2032**

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## **Abstracts**

The global mineral cosmetics market size reached US\$ 3.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.7% during 2024-2032.

Mineral cosmetics are made using ingredients such as iron, mica, titanium dioxide, and zinc oxide that reduce the risk of developing allergies. They have antioxidant and inflammatory properties, which prevent acne, soothe chapped lips, minimize the appearance of fine lines and wrinkles, and protect the skin from ultraviolet (UV) radiation. They are also free from preservatives, artificial colors, synthetic fragrances, bismuth oxychloride, dyes, and parabens. As a result, they are widely being used in the production of personal care and facial makeup products, such as sunscreen lotions, loose powder foundation, primer, and mascara.

The increasing concerns about synthetic chemicals in cosmetics are shifting consumer preferences toward natural variants. This, along with the rising consciousness among individuals about personal appearance, acts as a major factor promoting the market growth. Additionally, the growing awareness about the environmental impact of artificial ingredients is encouraging leading cosmetics manufacturers to adopt sustainable raw materials in the production process. Apart from this, as the light texture of mineral cosmetics makes them suitable for everyday use and assists in keeping them on the skin for a long time, they are gaining preferences over other makeup variants. The rising demand for mineral cosmetics can also be attributed to their versatility, lightweight, and ease of use. Other factors, including the rising aging population and the desire for

young and healthy skin, emerging e-commerce platforms, and the growing popularity of multi-functional products, are anticipated to impact the market growth.

#### Key Market Segmentation:

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

#### Breakup by Product:

Face Products

Lip Products

Eye Products

Others

#### Breakup by Distribution Channel:

Offline

Online

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

## Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Ahava Dead Sea Laboratories, BASF SE, Clariant AG, Glo Skin Beauty, L'Oréal S.A, Merck KGaA, Mineralissima, Neelikon, Revlon, Shiseido Co.Ltd. and The Estée Lauder Companies Inc.

## Key Questions Answered in This Report

1. What was the size of the global mineral cosmetics market in 2023?
2. What is the expected growth rate of the global mineral cosmetics market during 2024-2032?
3. What are the key factors driving the global mineral cosmetics market?
4. What has been the impact of COVID-19 on the global mineral cosmetics market?
5. What is the breakup of the global mineral cosmetics market based on the product?
6. What is the breakup of the global mineral cosmetics market based on the distribution channel?
7. What are the key regions in the global mineral cosmetics market?
8. Who are the key players/companies in the global mineral cosmetics market?

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