

# 2018-2023 Global Lipstick Consumption Market Report

<https://marketpublishers.com/r/21A7DB432A5EN.html>

Date: August 2018

Pages: 163

Price: US\$ 4,660.00 (Single User License)

ID: 21A7DB432A5EN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Lipstick market for 2018-2023.

Lipstick is a cosmetic product containing pigments, oils, waxes, and emollients that apply color, texture, and protection to the lips. Many colors and types of lipstick exist. As with most other types of makeup, lipstick is typically, but not exclusively, worn by women. The use of lipstick dates back to medieval times.

The global lipstick market is highly fragmented due to the presence of key and private providers. Celebrity endorsements and fashion shows are the key techniques used by manufacturers to showcase new trends in lipstick. The market is expected to be more competitive during the forecast period, with multiple product launches and a rise in mergers among many key companies. Global leading players in this market are L'Oreal Group, PG, Estee Lauder, Relvon, LVMH, Chanel and some others.

Due to the higher price and gross margin of high-end products compared with the low-end products, in the next few years, companies will invest much more on R&D and transfer to high-end product field. In the future, the production and consumption is estimated to continue developing with a stable growth rate. To meet the large and increasing demand, more and more players will go into this industry.

Over the next five years, LPI(LP Information) projects that Lipstick will register a 8.4% CAGR in terms of revenue, reach US\$ 10700 million by 2023, from US\$ 6600 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Lipstick market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Matte

Shimmer

Gloss

Lip stain

Sheer

Others

Segmentation by application:

10~20

20~30

30~40

40~50

Above 50

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

L'Oreal Group

PG

Estee Lauder

Relvon

LVMH

Shiseido

Chanel

ROHTO

Beiersdorf

DHC

Johnson& Johnson

Avon

Jahwa

JALA

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Lipstick consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Lipstick market by identifying its various subsegments.

Focuses on the key global Lipstick manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Lipstick with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Lipstick submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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