

# 2018-2023 Global Lipstick Consumption Market Report

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## 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.

## Contents

### 2018-2023 GLOBAL LIPSTICK CONSUMPTION MARKET REPORT

#### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Lipstick Consumption 2013-2023
  - 2.1.2 Lipstick Consumption CAGR by Region
- 2.2 Lipstick Segment by Type
  - 2.2.1 Matte
  - 2.2.2 Shimmer
  - 2.2.3 Gloss
  - 2.2.4 Lip stain
  - 2.2.5 Sheer
  - 2.2.6 Others
- 2.3 Lipstick Consumption by Type
  - 2.3.1 Global Lipstick Consumption Market Share by Type (2013-2018)
  - 2.3.2 Global Lipstick Revenue and Market Share by Type (2013-2018)
  - 2.3.3 Global Lipstick Sale Price by Type (2013-2018)
- 2.4 Lipstick Segment by Application
  - 2.4.1 10~20
  - 2.4.2 20~30
  - 2.4.3 30~40
  - 2.4.4 40~50
  - 2.4.5 Above
- 2.5 Lipstick Consumption by Application
  - 2.5.1 Global Lipstick Consumption Market Share by Application (2013-2018)
  - 2.5.2 Global Lipstick Value and Market Share by Application (2013-2018)
  - 2.5.3 Global Lipstick Sale Price by Application (2013-2018)

### **3 GLOBAL LIPSTICK BY PLAYERS**

#### 3.1 Global Lipstick Sales Market Share by Players

##### 3.1.1 Global Lipstick Sales by Players (2016-2018)

##### 3.1.2 Global Lipstick Sales Market Share by Players (2016-2018)

#### 3.2 Global Lipstick Revenue Market Share by Players

##### 3.2.1 Global Lipstick Revenue by Players (2016-2018)

##### 3.2.2 Global Lipstick Revenue Market Share by Players (2016-2018)

#### 3.3 Global Lipstick Sale Price by Players

#### 3.4 Global Lipstick Manufacturing Base Distribution, Sales Area, Product Types by Players

##### 3.4.1 Global Lipstick Manufacturing Base Distribution and Sales Area by Players

##### 3.4.2 Players Lipstick Products Offered

#### 3.5 Market Concentration Rate Analysis

##### 3.5.1 Competition Landscape Analysis

##### 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

#### 3.6 New Products and Potential Entrants

#### 3.7 Mergers & Acquisitions, Expansion

### **4 LIPSTICK BY REGIONS**

#### 4.1 Lipstick by Regions

##### 4.1.1 Global Lipstick Consumption by Regions

##### 4.1.2 Global Lipstick Value by Regions

#### 4.2 Americas Lipstick Consumption Growth

#### 4.3 APAC Lipstick Consumption Growth

#### 4.4 Europe Lipstick Consumption Growth

#### 4.5 Middle East & Africa Lipstick Consumption Growth

### **5 AMERICAS**

#### 5.1 Americas Lipstick Consumption by Countries

##### 5.1.1 Americas Lipstick Consumption by Countries (2013-2018)

##### 5.1.2 Americas Lipstick Value by Countries (2013-2018)

#### 5.2 Americas Lipstick Consumption by Type

#### 5.3 Americas Lipstick Consumption by Application

#### 5.4 United States

#### 5.5 Canada

5.6 Mexico

5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

6.1 APAC Lipstick Consumption by Countries

6.1.1 APAC Lipstick Consumption by Countries (2013-2018)

6.1.2 APAC Lipstick Value by Countries (2013-2018)

6.2 APAC Lipstick Consumption by Type

6.3 APAC Lipstick Consumption by Application

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

7.1 Europe Lipstick by Countries

7.1.1 Europe Lipstick Consumption by Countries (2013-2018)

7.1.2 Europe Lipstick Value by Countries (2013-2018)

7.2 Europe Lipstick Consumption by Type

7.3 Europe Lipstick Consumption by Application

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

7.9 Spain

7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Lipstick by Countries

8.1.1 Middle East & Africa Lipstick Consumption by Countries (2013-2018)

8.1.2 Middle East & Africa Lipstick Value by Countries (2013-2018)

8.2 Middle East & Africa Lipstick Consumption by Type



8.3 Middle East & Africa Lipstick Consumption by Application

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers and Impact

9.1.1 Growing Demand from Key Regions

9.1.2 Growing Demand from Key Applications and Potential Industries

9.2 Market Challenges and Impact

9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

10.1 Sales Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.2 Lipstick Distributors

10.3 Lipstick Customer

## **11 GLOBAL LIPSTICK MARKET FORECAST**

11.1 Global Lipstick Consumption Forecast (2018-2023)

11.2 Global Lipstick Forecast by Regions

11.2.1 Global Lipstick Forecast by Regions (2018-2023)

11.2.2 Global Lipstick Value Forecast by Regions (2018-2023)

11.2.3 Americas Consumption Forecast

11.2.4 APAC Consumption Forecast

11.2.5 Europe Consumption Forecast

11.2.6 Middle East & Africa Consumption Forecast

11.3 Americas Forecast by Countries

11.3.1 United States Market Forecast

11.3.2 Canada Market Forecast

11.3.3 Mexico Market Forecast

11.3.4 Brazil Market Forecast

11.4 APAC Forecast by Countries

- 11.4.1 China Market Forecast
- 11.4.2 Japan Market Forecast
- 11.4.3 Korea Market Forecast
- 11.4.4 Southeast Asia Market Forecast
- 11.4.5 India Market Forecast
- 11.4.6 Australia Market Forecast
- 11.5 Europe Forecast by Countries
  - 11.5.1 Germany Market Forecast
  - 11.5.2 France Market Forecast
  - 11.5.3 UK Market Forecast
  - 11.5.4 Italy Market Forecast
  - 11.5.5 Russia Market Forecast
  - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Lipstick Forecast by Type
- 11.8 Global Lipstick Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 L'Oreal Group
  - 12.1.1 Company Details
  - 12.1.2 Lipstick Product Offered
  - 12.1.3 L'Oreal Group Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.1.4 Main Business Overview
  - 12.1.5 L'Oreal Group News
- 12.2 PG
  - 12.2.1 Company Details
  - 12.2.2 Lipstick Product Offered
  - 12.2.3 PG Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.2.4 Main Business Overview
  - 12.2.5 PG News
- 12.3 Estee Lauder
  - 12.3.1 Company Details
  - 12.3.2 Lipstick Product Offered

- 12.3.3 Estee Lauder Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
- 12.3.4 Main Business Overview
- 12.3.5 Estee Lauder News
- 12.4 Relvon
  - 12.4.1 Company Details
  - 12.4.2 Lipstick Product Offered
  - 12.4.3 Relvon Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.4.4 Main Business Overview
  - 12.4.5 Relvon News
- 12.5 LVMH
  - 12.5.1 Company Details
  - 12.5.2 Lipstick Product Offered
  - 12.5.3 LVMH Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.5.4 Main Business Overview
  - 12.5.5 LVMH News
- 12.6 Shiseido
  - 12.6.1 Company Details
  - 12.6.2 Lipstick Product Offered
  - 12.6.3 Shiseido Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.6.4 Main Business Overview
  - 12.6.5 Shiseido News
- 12.7 Chanel
  - 12.7.1 Company Details
  - 12.7.2 Lipstick Product Offered
  - 12.7.3 Chanel Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.7.4 Main Business Overview
  - 12.7.5 Chanel News
- 12.8 ROHTO
  - 12.8.1 Company Details
  - 12.8.2 Lipstick Product Offered
  - 12.8.3 ROHTO Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.8.4 Main Business Overview
  - 12.8.5 ROHTO News
- 12.9 Beiersdorf
  - 12.9.1 Company Details
  - 12.9.2 Lipstick Product Offered
  - 12.9.3 Beiersdorf Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.9.4 Main Business Overview
  - 12.9.5 Beiersdorf News

## 12.10 DHC

12.10.1 Company Details

12.10.2 Lipstick Product Offered

12.10.3 DHC Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)

12.10.4 Main Business Overview

12.10.5 DHC News

## 12.11 Johnson & Johnson

12.12 Avon

12.13 Jahwa

12.14 JALA

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Lipstick

Table Product Specifications of Lipstick

Figure Lipstick Report Years Considered

Figure Market Research Methodology

Figure Global Lipstick Consumption Growth Rate 2013-2023 (M Units)

Figure Global Lipstick Value Growth Rate 2013-2023 (\$ Millions)

Table Lipstick Consumption CAGR by Region 2013-2023 (\$ Millions)

Figure Product Picture of Matte

Table Major Players of Matte

Figure Product Picture of Shimmer

Table Major Players of Shimmer

Figure Product Picture of Gloss

Table Major Players of Gloss

Figure Product Picture of Lip stain

Table Major Players of Lip stain

Figure Product Picture of Sheer

Table Major Players of Sheer

Figure Product Picture of Others

Table Major Players of Others

Table Global Consumption Sales by Type (2013-2018)

Table Global Lipstick Consumption Market Share by Type (2013-2018)

Figure Global Lipstick Consumption Market Share by Type (2013-2018)

Table Global Lipstick Revenue by Type (2013-2018) (\$ million)

Table Global Lipstick Value Market Share by Type (2013-2018) (\$ Millions)

Figure Global Lipstick Value Market Share by Type (2013-2018)

Table Global Lipstick Sale Price by Type (2013-2018)

Figure Lipstick Consumed in 10~20

Figure Global Lipstick Market: 10~20 (2013-2018) (M Units)

Figure Global Lipstick Market: 10~20 (2013-2018) (\$ Millions)

Figure Global 10~20 YoY Growth (\$ Millions)

Figure Lipstick Consumed in 20~30

Figure Global Lipstick Market: 20~30 (2013-2018) (M Units)

Figure Global Lipstick Market: 20~30 (2013-2018) (\$ Millions)

Figure Global 20~30 YoY Growth (\$ Millions)

Figure Lipstick Consumed in 30~40

Figure Global Lipstick Market: 30~40 (2013-2018) (M Units)  
Figure Global Lipstick Market: 30~40 (2013-2018) (\$ Millions)  
Figure Global 30~40 YoY Growth (\$ Millions)  
Figure Lipstick Consumed in 40~50  
Figure Global Lipstick Market: 40~50 (2013-2018) (M Units)  
Figure Global Lipstick Market: 40~50 (2013-2018) (\$ Millions)  
Figure Global 40~50 YoY Growth (\$ Millions)  
Figure Lipstick Consumed in Above  
Figure Global Lipstick Market: Above 50 (2013-2018) (M Units)  
Figure Global Lipstick Market: Above 50 (2013-2018) (\$ Millions)  
Figure Global Above 50 YoY Growth (\$ Millions)  
Table Global Consumption Sales by Application (2013-2018)  
Table Global Lipstick Consumption Market Share by Application (2013-2018)  
Figure Global Lipstick Consumption Market Share by Application (2013-2018)  
Table Global Lipstick Value by Application (2013-2018)  
Table Global Lipstick Value Market Share by Application (2013-2018)  
Figure Global Lipstick Value Market Share by Application (2013-2018)  
Table Global Lipstick Sale Price by Application (2013-2018)  
Table Global Lipstick Sales by Players (2016-2018) (M Units)  
Table Global Lipstick Sales Market Share by Players (2016-2018)  
Figure Global Lipstick Sales Market Share by Players in 2016  
Figure Global Lipstick Sales Market Share by Players in 2017  
Table Global Lipstick Revenue by Players (2016-2018) (\$ Millions)  
Table Global Lipstick Revenue Market Share by Players (2016-2018)  
Figure Global Lipstick Revenue Market Share by Players in 2016  
Figure Global Lipstick Revenue Market Share by Players in 2017  
Table Global Lipstick Sale Price by Players (2016-2018)  
Figure Global Lipstick Sale Price by Players in 2017  
Table Global Lipstick Manufacturing Base Distribution and Sales Area by Players  
Table Players Lipstick Products Offered  
Table Lipstick Concentration Ratio (CR3, CR5 and CR10) (2016-2018)  
Table Global Lipstick Consumption by Regions 2013-2018 (M Units)  
Table Global Lipstick Consumption Market Share by Regions 2013-2018  
Figure Global Lipstick Consumption Market Share by Regions 2013-2018  
Table Global Lipstick Value by Regions 2013-2018 (\$ Millions)  
Table Global Lipstick Value Market Share by Regions 2013-2018  
Figure Global Lipstick Value Market Share by Regions 2013-2018  
Figure Americas Lipstick Consumption 2013-2018 (M Units)  
Figure Americas Lipstick Value 2013-2018 (\$ Millions)

Figure APAC Lipstick Consumption 2013-2018 (M Units)  
Figure APAC Lipstick Value 2013-2018 (\$ Millions)  
Figure Europe Lipstick Consumption 2013-2018 (M Units)  
Figure Europe Lipstick Value 2013-2018 (\$ Millions)  
Figure Middle East & Africa Lipstick Consumption 2013-2018 (M Units)  
Figure Middle East & Africa Lipstick Value 2013-2018 (\$ Millions)  
Table Americas Lipstick Consumption by Countries (2013-2018) (M Units)  
Table Americas Lipstick Consumption Market Share by Countries (2013-2018)  
Figure Americas Lipstick Consumption Market Share by Countries in 2017  
Table Americas Lipstick Value by Countries (2013-2018) (\$ Millions)  
Table Americas Lipstick Value Market Share by Countries (2013-2018)  
Figure Americas Lipstick Value Market Share by Countries in 2017  
Table Americas Lipstick Consumption by Type (2013-2018) (M Units)  
Table Americas Lipstick Consumption Market Share by Type (2013-2018)  
Figure Americas Lipstick Consumption Market Share by Type in 2017  
Table Americas Lipstick Consumption by Application (2013-2018) (M Units)  
Table Americas Lipstick Consumption Market Share by Application (2013-2018)  
Figure Americas Lipstick Consumption Market Share by Application in 2017  
Figure United States Lipstick Consumption Growth 2013-2018 (M Units)  
Figure United States Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Canada Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Canada Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Mexico Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Mexico Lipstick Value Growth 2013-2018 (\$ Millions)  
Table APAC Lipstick Consumption by Countries (2013-2018) (M Units)  
Table APAC Lipstick Consumption Market Share by Countries (2013-2018)  
Figure APAC Lipstick Consumption Market Share by Countries in 2017  
Table APAC Lipstick Value by Countries (2013-2018) (\$ Millions)  
Table APAC Lipstick Value Market Share by Countries (2013-2018)  
Figure APAC Lipstick Value Market Share by Countries in 2017  
Table APAC Lipstick Consumption by Type (2013-2018) (M Units)  
Table APAC Lipstick Consumption Market Share by Type (2013-2018)  
Figure APAC Lipstick Consumption Market Share by Type in 2017  
Table APAC Lipstick Consumption by Application (2013-2018) (M Units)  
Table APAC Lipstick Consumption Market Share by Application (2013-2018)  
Figure APAC Lipstick Consumption Market Share by Application in 2017  
Figure China Lipstick Consumption Growth 2013-2018 (M Units)  
Figure China Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Japan Lipstick Consumption Growth 2013-2018 (M Units)



Figure Japan Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Korea Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Korea Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Southeast Asia Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure India Lipstick Consumption Growth 2013-2018 (M Units)  
Figure India Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Australia Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Australia Lipstick Value Growth 2013-2018 (\$ Millions)  
Table Europe Lipstick Consumption by Countries (2013-2018) (M Units)  
Table Europe Lipstick Consumption Market Share by Countries (2013-2018)  
Figure Europe Lipstick Consumption Market Share by Countries in 2017  
Table Europe Lipstick Value by Countries (2013-2018) (\$ Millions)  
Table Europe Lipstick Value Market Share by Countries (2013-2018)  
Figure Europe Lipstick Value Market Share by Countries in 2017  
Table Europe Lipstick Consumption by Type (2013-2018) (M Units)  
Table Europe Lipstick Consumption Market Share by Type (2013-2018)  
Figure Europe Lipstick Consumption Market Share by Type in 2017  
Table Europe Lipstick Consumption by Application (2013-2018) (M Units)  
Table Europe Lipstick Consumption Market Share by Application (2013-2018)  
Figure Europe Lipstick Consumption Market Share by Application in 2017  
Figure Germany Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Germany Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure France Lipstick Consumption Growth 2013-2018 (M Units)  
Figure France Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure UK Lipstick Consumption Growth 2013-2018 (M Units)  
Figure UK Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Italy Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Italy Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Russia Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Russia Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Spain Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Spain Lipstick Value Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Lipstick Consumption by Countries (2013-2018) (M Units)  
Table Middle East & Africa Lipstick Consumption Market Share by Countries (2013-2018)  
Figure Middle East & Africa Lipstick Consumption Market Share by Countries in 2017  
Table Middle East & Africa Lipstick Value by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Lipstick Value Market Share by Countries (2013-2018)



Figure Middle East & Africa Lipstick Value Market Share by Countries in 2017  
Table Middle East & Africa Lipstick Consumption by Type (2013-2018) (M Units)  
Table Middle East & Africa Lipstick Consumption Market Share by Type (2013-2018)  
Figure Middle East & Africa Lipstick Consumption Market Share by Type in 2017  
Table Middle East & Africa Lipstick Consumption by Application (2013-2018) (M Units)  
Table Middle East & Africa Lipstick Consumption Market Share by Application (2013-2018)  
Figure Middle East & Africa Lipstick Consumption Market Share by Application in 2017  
Figure Egypt Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Egypt Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure South Africa Lipstick Consumption Growth 2013-2018 (M Units)  
Figure South Africa Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Israel Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Israel Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure Turkey Lipstick Consumption Growth 2013-2018 (M Units)  
Figure Turkey Lipstick Value Growth 2013-2018 (\$ Millions)  
Figure GCC Countries Lipstick Consumption Growth 2013-2018 (M Units)  
Figure GCC Countries Lipstick Value Growth 2013-2018 (\$ Millions)  
Table Lipstick Distributors List  
Table Lipstick Customer List  
Figure Global Lipstick Consumption Growth Rate Forecast (2018-2023) (M Units)  
Figure Global Lipstick Value Growth Rate Forecast (2018-2023) (\$ Millions)  
Table Global Lipstick Consumption Forecast by Countries (2018-2023) (M Units)  
Table Global Lipstick Consumption Market Forecast by Regions  
Table Global Lipstick Value Forecast by Countries (2018-2023) (\$ Millions)  
Table Global Lipstick Value Market Share Forecast by Regions  
Figure Americas Lipstick Consumption 2018-2023 (M Units)  
Figure Americas Lipstick Value 2018-2023 (\$ Millions)  
Figure APAC Lipstick Consumption 2018-2023 (M Units)  
Figure APAC Lipstick Value 2018-2023 (\$ Millions)  
Figure Europe Lipstick Consumption 2018-2023 (M Units)  
Figure Europe Lipstick Value 2018-2023 (\$ Millions)  
Figure Middle East & Africa Lipstick Consumption 2018-2023 (M Units)  
Figure Middle East & Africa Lipstick Value 2018-2023 (\$ Millions)  
Figure United States Lipstick Consumption 2018-2023 (M Units)  
Figure United States Lipstick Value 2018-2023 (\$ Millions)  
Figure Canada Lipstick Consumption 2018-2023 (M Units)  
Figure Canada Lipstick Value 2018-2023 (\$ Millions)  
Figure Mexico Lipstick Consumption 2018-2023 (M Units)

Figure Mexico Lipstick Value 2018-2023 (\$ Millions)  
Figure Brazil Lipstick Consumption 2018-2023 (M Units)  
Figure Brazil Lipstick Value 2018-2023 (\$ Millions)  
Figure China Lipstick Consumption 2018-2023 (M Units)  
Figure China Lipstick Value 2018-2023 (\$ Millions)  
Figure Japan Lipstick Consumption 2018-2023 (M Units)  
Figure Japan Lipstick Value 2018-2023 (\$ Millions)  
Figure Korea Lipstick Consumption 2018-2023 (M Units)  
Figure Korea Lipstick Value 2018-2023 (\$ Millions)  
Figure Southeast Asia Lipstick Consumption 2018-2023 (M Units)  
Figure Southeast Asia Lipstick Value 2018-2023 (\$ Millions)  
Figure India Lipstick Consumption 2018-2023 (M Units)  
Figure India Lipstick Value 2018-2023 (\$ Millions)  
Figure Australia Lipstick Consumption 2018-2023 (M Units)  
Figure Australia Lipstick Value 2018-2023 (\$ Millions)  
Figure Germany Lipstick Consumption 2018-2023 (M Units)  
Figure Germany Lipstick Value 2018-2023 (\$ Millions)  
Figure France Lipstick Consumption 2018-2023 (M Units)  
Figure France Lipstick Value 2018-2023 (\$ Millions)  
Figure UK Lipstick Consumption 2018-2023 (M Units)  
Figure UK Lipstick Value 2018-2023 (\$ Millions)  
Figure Italy Lipstick Consumption 2018-2023 (M Units)  
Figure Italy Lipstick Value 2018-2023 (\$ Millions)  
Figure Russia Lipstick Consumption 2018-2023 (M Units)  
Figure Russia Lipstick Value 2018-2023 (\$ Millions)  
Figure Spain Lipstick Consumption 2018-2023 (M Units)  
Figure Spain Lipstick Value 2018-2023 (\$ Millions)  
Figure Egypt Lipstick Consumption 2018-2023 (M Units)  
Figure Egypt Lipstick Value 2018-2023 (\$ Millions)  
Figure South Africa Lipstick Consumption 2018-2023 (M Units)  
Figure South Africa Lipstick Value 2018-2023 (\$ Millions)  
Figure Israel Lipstick Consumption 2018-2023 (M Units)  
Figure Israel Lipstick Value 2018-2023 (\$ Millions)  
Figure Turkey Lipstick Consumption 2018-2023 (M Units)  
Figure Turkey Lipstick Value 2018-2023 (\$ Millions)  
Figure GCC Countries Lipstick Consumption 2018-2023 (M Units)  
Figure GCC Countries Lipstick Value 2018-2023 (\$ Millions)  
Table Global Lipstick Consumption Forecast by Type (2018-2023) (M Units)  
Table Global Lipstick Consumption Market Share Forecast by Type (2018-2023)

Table Global Lipstick Value Forecast by Type (2018-2023) (\$ Millions)  
Table Global Lipstick Value Market Share Forecast by Type (2018-2023)  
Table Global Lipstick Consumption Forecast by Application (2018-2023) (M Units)  
Table Global Lipstick Consumption Market Share Forecast by Application (2018-2023)  
Table Global Lipstick Value Forecast by Application (2018-2023) (\$ Millions)  
Table Global Lipstick Value Market Share Forecast by Application (2018-2023)  
Table L'Oreal Group Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table L'Oreal Group Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure L'Oreal Group Lipstick Market Share (2016-2018)  
Table PG Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table PG Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure PG Lipstick Market Share (2016-2018)  
Table Estee Lauder Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Estee Lauder Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure Estee Lauder Lipstick Market Share (2016-2018)  
Table Relvon Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Relvon Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure Relvon Lipstick Market Share (2016-2018)  
Table LVMH Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table LVMH Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure LVMH Lipstick Market Share (2016-2018)  
Table Shiseido Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Shiseido Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure Shiseido Lipstick Market Share (2016-2018)  
Table Chanel Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Chanel Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure Chanel Lipstick Market Share (2016-2018)  
Table ROHTO Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table ROHTO Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure ROHTO Lipstick Market Share (2016-2018)  
Table Beiersdorf Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Beiersdorf Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure Beiersdorf Lipstick Market Share (2016-2018)  
Table DHC Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table DHC Lipstick Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure DHC Lipstick Market Share (2016-2018)

Table Johnson& Johnson Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Avon Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Jahwa Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table JALA Basic Information, Manufacturing Base, Sales Area and Its Competitors

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