

# Global Foundation Cream Market Growth 2025-2031

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## Abstracts

The global Foundation Cream market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of %from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Foundation is a skin-coloured makeup applied to the face to create an even, uniform colour to the complexion, to cover flaws and, sometimes, to change the natural skintone. Some foundations also function as a moisturizer, sunscreen, astringent or base layer for more complex cosmetics.

In terms of geography, Europe dominated the market. BB creams are highly popular in Europe as they provide moisture, SPF protection, and sheer coverage alongside soothing and healing properties, which prevents the need for purchasing separate products. However, the European cosmetic industry is highly regulated by the governments in the region, and many European countries have banned the testing of cosmetics on animals. So, cosmetic companies are spending heavily on developing alternatives to animal testing to comply with the EU regulations.

LP Information, Inc. (LPI) ' newest research report, the "Foundation Cream Industry Forecast" looks at past sales and reviews total world Foundation Cream sales in 2024, providing a comprehensive analysis by region and market sector of projected Foundation Cream sales for 2025 through 2031. With Foundation Cream sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Foundation Cream industry.

This Insight Report provides a comprehensive analysis of the global Foundation Cream

landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Foundation Cream portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Foundation Cream market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Foundation Cream and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Foundation Cream.

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

#### Segmentation by Type:

Concealer Foundation Cream

Moisturizing Foundation Cream

Other

#### Segmentation by Application:

Retail Stores

Specialty Stores

Online Stores

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

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

L'Oreal

Estee Lauder

P&G

Revlon

Shiseido

Chanel

Kao

AmorePacific

Lotus Herbals

Neutrogena

Oriflame

Sephora

Key Questions Addressed in this Report

What is the 10-year outlook for the global Foundation Cream market?

What factors are driving Foundation Cream market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Foundation Cream market opportunities vary by end market size?

How does Foundation Cream break out by Type, by Application?

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

#### 2.1 World Market Overview

- 2.1.1 Global Transdermal Skin Patches Annual Sales 2020-2031

- 2.1.2 World Current & Future Analysis for Transdermal Skin Patches by Geographic Region, 2020, 2024 & 2031

- 2.1.3 World Current & Future Analysis for Transdermal Skin Patches by Country/Region, 2020, 2024 & 2031

#### 2.2 Transdermal Skin Patches Segment by Type

- 2.2.1 Drug in Adhesive

- 2.2.2 Matrix

- 2.2.3 Reservoir

- 2.2.4 Vapor

- 2.2.5 Others

#### 2.3 Transdermal Skin Patches Sales by Type

- 2.3.1 Global Transdermal Skin Patches Sales Market Share by Type (2020-2025)

- 2.3.2 Global Transdermal Skin Patches Revenue and Market Share by Type (2020-2025)

- 2.3.3 Global Transdermal Skin Patches Sale Price by Type (2020-2025)

#### 2.4 Transdermal Skin Patches Segment by Application

- 2.4.1 Hospital Pharmacies

- 2.4.2 Retail Pharmacies

- 2.4.3 Online Pharmacies

#### 2.5 Transdermal Skin Patches Sales by Application

- 2.5.1 Global Transdermal Skin Patches Sale Market Share by Application (2020-2025)

- 2.5.2 Global Transdermal Skin Patches Revenue and Market Share by Application

(2020-2025)

2.5.3 Global Transdermal Skin Patches Sale Price by Application (2020-2025)

### **3 GLOBAL BY COMPANY**

3.1 Global Transdermal Skin Patches Breakdown Data by Company

3.1.1 Global Transdermal Skin Patches Annual Sales by Company (2020-2025)

3.1.2 Global Transdermal Skin Patches Sales Market Share by Company (2020-2025)

3.2 Global Transdermal Skin Patches Annual Revenue by Company (2020-2025)

3.2.1 Global Transdermal Skin Patches Revenue by Company (2020-2025)

3.2.2 Global Transdermal Skin Patches Revenue Market Share by Company  
(2020-2025)

3.3 Global Transdermal Skin Patches Sale Price by Company

3.4 Key Manufacturers Transdermal Skin Patches Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Transdermal Skin Patches Product Location Distribution

3.4.2 Players Transdermal Skin Patches Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

### **4 WORLD HISTORIC REVIEW FOR TRANSDERMAL SKIN PATCHES BY GEOGRAPHIC REGION**

4.1 World Historic Transdermal Skin Patches Market Size by Geographic Region  
(2020-2025)

4.1.1 Global Transdermal Skin Patches Annual Sales by Geographic Region  
(2020-2025)

4.1.2 Global Transdermal Skin Patches Annual Revenue by Geographic Region  
(2020-2025)

4.2 World Historic Transdermal Skin Patches Market Size by Country/Region  
(2020-2025)

4.2.1 Global Transdermal Skin Patches Annual Sales by Country/Region (2020-2025)

4.2.2 Global Transdermal Skin Patches Annual Revenue by Country/Region  
(2020-2025)

4.3 Americas Transdermal Skin Patches Sales Growth

4.4 APAC Transdermal Skin Patches Sales Growth

4.5 Europe Transdermal Skin Patches Sales Growth

4.6 Middle East & Africa Transdermal Skin Patches Sales Growth

## **5 AMERICAS**

5.1 Americas Transdermal Skin Patches Sales by Country

5.1.1 Americas Transdermal Skin Patches Sales by Country (2020-2025)

5.1.2 Americas Transdermal Skin Patches Revenue by Country (2020-2025)

5.2 Americas Transdermal Skin Patches Sales by Type (2020-2025)

5.3 Americas Transdermal Skin Patches Sales by Application (2020-2025)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

## **6 APAC**

6.1 APAC Transdermal Skin Patches Sales by Region

6.1.1 APAC Transdermal Skin Patches Sales by Region (2020-2025)

6.1.2 APAC Transdermal Skin Patches Revenue by Region (2020-2025)

6.2 APAC Transdermal Skin Patches Sales by Type (2020-2025)

6.3 APAC Transdermal Skin Patches Sales by Application (2020-2025)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

## **7 EUROPE**

7.1 Europe Transdermal Skin Patches by Country

7.1.1 Europe Transdermal Skin Patches Sales by Country (2020-2025)

7.1.2 Europe Transdermal Skin Patches Revenue by Country (2020-2025)

7.2 Europe Transdermal Skin Patches Sales by Type (2020-2025)

7.3 Europe Transdermal Skin Patches Sales by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Transdermal Skin Patches by Country

8.1.1 Middle East & Africa Transdermal Skin Patches Sales by Country (2020-2025)

8.1.2 Middle East & Africa Transdermal Skin Patches Revenue by Country  
(2020-2025)

8.2 Middle East & Africa Transdermal Skin Patches Sales by Type (2020-2025)

8.3 Middle East & Africa Transdermal Skin Patches Sales by Application (2020-2025)

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 & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 MANUFACTURING COST STRUCTURE ANALYSIS**

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Transdermal Skin Patches

10.3 Manufacturing Process Analysis of Transdermal Skin Patches

10.4 Industry Chain Structure of Transdermal Skin Patches

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Transdermal Skin Patches Distributors

11.3 Transdermal Skin Patches Customer

## **12 WORLD FORECAST REVIEW FOR TRANSDERMAL SKIN PATCHES BY GEOGRAPHIC REGION**

- 12.1 Global Transdermal Skin Patches Market Size Forecast by Region
  - 12.1.1 Global Transdermal Skin Patches Forecast by Region (2026-2031)
  - 12.1.2 Global Transdermal Skin Patches Annual Revenue Forecast by Region (2026-2031)
- 12.2 Americas Forecast by Country (2026-2031)
- 12.3 APAC Forecast by Region (2026-2031)
- 12.4 Europe Forecast by Country (2026-2031)
- 12.5 Middle East & Africa Forecast by Country (2026-2031)
- 12.6 Global Transdermal Skin Patches Forecast by Type (2026-2031)
- 12.7 Global Transdermal Skin Patches Forecast by Application (2026-2031)

## **13 KEY PLAYERS ANALYSIS**

- 13.1 Johnson & Johnson
  - 13.1.1 Johnson & Johnson Company Information
  - 13.1.2 Johnson & Johnson Transdermal Skin Patches Product Portfolios and Specifications
  - 13.1.3 Johnson & Johnson Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.1.4 Johnson & Johnson Main Business Overview
  - 13.1.5 Johnson & Johnson Latest Developments
- 13.2 Novartis AG
  - 13.2.1 Novartis AG Company Information
  - 13.2.2 Novartis AG Transdermal Skin Patches Product Portfolios and Specifications
  - 13.2.3 Novartis AG Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.2.4 Novartis AG Main Business Overview
  - 13.2.5 Novartis AG Latest Developments
- 13.3 Mylan N.V.
  - 13.3.1 Mylan N.V. Company Information
  - 13.3.2 Mylan N.V. Transdermal Skin Patches Product Portfolios and Specifications
  - 13.3.3 Mylan N.V. Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.3.4 Mylan N.V. Main Business Overview
  - 13.3.5 Mylan N.V. Latest Developments
- 13.4 Teva Pharmaceutical Industries

- 13.4.1 Teva Pharmaceutical Industries Company Information
- 13.4.2 Teva Pharmaceutical Industries Transdermal Skin Patches Product Portfolios and Specifications
- 13.4.3 Teva Pharmaceutical Industries Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
- 13.4.4 Teva Pharmaceutical Industries Main Business Overview
- 13.4.5 Teva Pharmaceutical Industries Latest Developments
- 13.5 Luye Pharma Group
  - 13.5.1 Luye Pharma Group Company Information
  - 13.5.2 Luye Pharma Group Transdermal Skin Patches Product Portfolios and Specifications
  - 13.5.3 Luye Pharma Group Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.5.4 Luye Pharma Group Main Business Overview
  - 13.5.5 Luye Pharma Group Latest Developments
- 13.6 Hisamitsu Pharmaceutical
  - 13.6.1 Hisamitsu Pharmaceutical Company Information
  - 13.6.2 Hisamitsu Pharmaceutical Transdermal Skin Patches Product Portfolios and Specifications
  - 13.6.3 Hisamitsu Pharmaceutical Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.6.4 Hisamitsu Pharmaceutical Main Business Overview
  - 13.6.5 Hisamitsu Pharmaceutical Latest Developments
- 13.7 Mundipharma International
  - 13.7.1 Mundipharma International Company Information
  - 13.7.2 Mundipharma International Transdermal Skin Patches Product Portfolios and Specifications
  - 13.7.3 Mundipharma International Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.7.4 Mundipharma International Main Business Overview
  - 13.7.5 Mundipharma International Latest Developments
- 13.8 Purdue Pharma
  - 13.8.1 Purdue Pharma Company Information
  - 13.8.2 Purdue Pharma Transdermal Skin Patches Product Portfolios and Specifications
  - 13.8.3 Purdue Pharma Transdermal Skin Patches Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.8.4 Purdue Pharma Main Business Overview
  - 13.8.5 Purdue Pharma Latest Developments

## 14 RESEARCH FINDINGS AND CONCLUSION

## List Of Tables

### LIST OF TABLES

- Table 1. Foundation Cream Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Table 2. Foundation Cream Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)
- Table 3. Major Players of Concealer Foundation Cream
- Table 4. Major Players of Moisturizing Foundation Cream
- Table 5. Major Players of Other
- Table 6. Global Foundation Cream Sales by Type (2020-2025) & (K MT)
- Table 7. Global Foundation Cream Sales Market Share by Type (2020-2025)
- Table 8. Global Foundation Cream Revenue by Type (2020-2025) & (\$ million)
- Table 9. Global Foundation Cream Revenue Market Share by Type (2020-2025)
- Table 10. Global Foundation Cream Sale Price by Type (2020-2025) & (USD/MT)
- Table 11. Global Foundation Cream Sale by Application (2020-2025) & (K MT)
- Table 12. Global Foundation Cream Sale Market Share by Application (2020-2025)
- Table 13. Global Foundation Cream Revenue by Application (2020-2025) & (\$ million)
- Table 14. Global Foundation Cream Revenue Market Share by Application (2020-2025)
- Table 15. Global Foundation Cream Sale Price by Application (2020-2025) & (USD/MT)
- Table 16. Global Foundation Cream Sales by Company (2020-2025) & (K MT)
- Table 17. Global Foundation Cream Sales Market Share by Company (2020-2025)
- Table 18. Global Foundation Cream Revenue by Company (2020-2025) & (\$ millions)
- Table 19. Global Foundation Cream Revenue Market Share by Company (2020-2025)
- Table 20. Global Foundation Cream Sale Price by Company (2020-2025) & (USD/MT)
- Table 21. Key Manufacturers Foundation Cream Producing Area Distribution and Sales Area
- Table 22. Players Foundation Cream Products Offered
- Table 23. Foundation Cream Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
- Table 24. New Products and Potential Entrants
- Table 25. Market M&A Activity & Strategy
- Table 26. Global Foundation Cream Sales by Geographic Region (2020-2025) & (K MT)
- Table 27. Global Foundation Cream Sales Market Share Geographic Region (2020-2025)
- Table 28. Global Foundation Cream Revenue by Geographic Region (2020-2025) & (\$ millions)
- Table 29. Global Foundation Cream Revenue Market Share by Geographic Region (2020-2025)

Table 30. Global Foundation Cream Sales by Country/Region (2020-2025) & (K MT)

Table 31. Global Foundation Cream Sales Market Share by Country/Region (2020-2025)

Table 32. Global Foundation Cream Revenue by Country/Region (2020-2025) & (\$ millions)

Table 33. Global Foundation Cream Revenue Market Share by Country/Region (2020-2025)

Table 34. Americas Foundation Cream Sales by Country (2020-2025) & (K MT)

Table 35. Americas Foundation Cream Sales Market Share by Country (2020-2025)

Table 36. Americas Foundation Cream Revenue by Country (2020-2025) & (\$ millions)

Table 37. Americas Foundation Cream Sales by Type (2020-2025) & (K MT)

Table 38. Americas Foundation Cream Sales by Application (2020-2025) & (K MT)

Table 39. APAC Foundation Cream Sales by Region (2020-2025) & (K MT)

Table 40. APAC Foundation Cream Sales Market Share by Region (2020-2025)

Table 41. APAC Foundation Cream Revenue by Region (2020-2025) & (\$ millions)

Table 42. APAC Foundation Cream Sales by Type (2020-2025) & (K MT)

Table 43. APAC Foundation Cream Sales by Application (2020-2025) & (K MT)

Table 44. Europe Foundation Cream Sales by Country (2020-2025) & (K MT)

Table 45. Europe Foundation Cream Revenue by Country (2020-2025) & (\$ millions)

Table 46. Europe Foundation Cream Sales by Type (2020-2025) & (K MT)

Table 47. Europe Foundation Cream Sales by Application (2020-2025) & (K MT)

Table 48. Middle East & Africa Foundation Cream Sales by Country (2020-2025) & (K MT)

Table 49. Middle East & Africa Foundation Cream Revenue Market Share by Country (2020-2025)

Table 50. Middle East & Africa Foundation Cream Sales by Type (2020-2025) & (K MT)

Table 51. Middle East & Africa Foundation Cream Sales by Application (2020-2025) & (K MT)

Table 52. Key Market Drivers & Growth Opportunities of Foundation Cream

Table 53. Key Market Challenges & Risks of Foundation Cream

Table 54. Key Industry Trends of Foundation Cream

Table 55. Foundation Cream Raw Material

Table 56. Key Suppliers of Raw Materials

Table 57. Foundation Cream Distributors List

Table 58. Foundation Cream Customer List

Table 59. Global Foundation Cream Sales Forecast by Region (2026-2031) & (K MT)

Table 60. Global Foundation Cream Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 61. Americas Foundation Cream Sales Forecast by Country (2026-2031) & (K

MT)

Table 62. Americas Foundation Cream Annual Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 63. APAC Foundation Cream Sales Forecast by Region (2026-2031) & (K MT)

Table 64. APAC Foundation Cream Annual Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 65. Europe Foundation Cream Sales Forecast by Country (2026-2031) & (K MT)

Table 66. Europe Foundation Cream Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 67. Middle East & Africa Foundation Cream Sales Forecast by Country (2026-2031) & (K MT)

Table 68. Middle East & Africa Foundation Cream Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 69. Global Foundation Cream Sales Forecast by Type (2026-2031) & (K MT)

Table 70. Global Foundation Cream Revenue Forecast by Type (2026-2031) & (\$ millions)

Table 71. Global Foundation Cream Sales Forecast by Application (2026-2031) & (K MT)

Table 72. Global Foundation Cream Revenue Forecast by Application (2026-2031) & (\$ millions)

Table 73. L'Oreal Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 74. L'Oreal Foundation Cream Product Portfolios and Specifications

Table 75. L'Oreal Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 76. L'Oreal Main Business

Table 77. L'Oreal Latest Developments

Table 78. Estee Lauder Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 79. Estee Lauder Foundation Cream Product Portfolios and Specifications

Table 80. Estee Lauder Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 81. Estee Lauder Main Business

Table 82. Estee Lauder Latest Developments

Table 83. P&G Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 84. P&G Foundation Cream Product Portfolios and Specifications

Table 85. P&G Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 86. P&G Main Business

Table 87. P&G Latest Developments

Table 88. Revlon Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 89. Revlon Foundation Cream Product Portfolios and Specifications

Table 90. Revlon Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 91. Revlon Main Business

Table 92. Revlon Latest Developments

Table 93. Shiseido Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 94. Shiseido Foundation Cream Product Portfolios and Specifications

Table 95. Shiseido Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 96. Shiseido Main Business

Table 97. Shiseido Latest Developments

Table 98. Chanel Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 99. Chanel Foundation Cream Product Portfolios and Specifications

Table 100. Chanel Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 101. Chanel Main Business

Table 102. Chanel Latest Developments

Table 103. Kao Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 104. Kao Foundation Cream Product Portfolios and Specifications

Table 105. Kao Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 106. Kao Main Business

Table 107. Kao Latest Developments

Table 108. AmorePacific Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

Table 109. AmorePacific Foundation Cream Product Portfolios and Specifications

Table 110. AmorePacific Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 111. AmorePacific Main Business

Table 112. AmorePacific Latest Developments

Table 113. Lotus Herbals Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors

- Table 114. Lotus Herbals Foundation Cream Product Portfolios and Specifications
- Table 115. Lotus Herbals Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)
- Table 116. Lotus Herbals Main Business
- Table 117. Lotus Herbals Latest Developments
- Table 118. Neutrogena Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors
- Table 119. Neutrogena Foundation Cream Product Portfolios and Specifications
- Table 120. Neutrogena Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)
- Table 121. Neutrogena Main Business
- Table 122. Neutrogena Latest Developments
- Table 123. Oriflame Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors
- Table 124. Oriflame Foundation Cream Product Portfolios and Specifications
- Table 125. Oriflame Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)
- Table 126. Oriflame Main Business
- Table 127. Oriflame Latest Developments
- Table 128. Sephora Basic Information, Foundation Cream Manufacturing Base, Sales Area and Its Competitors
- Table 129. Sephora Foundation Cream Product Portfolios and Specifications
- Table 130. Sephora Foundation Cream Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)
- Table 131. Sephora Main Business
- Table 132. Sephora Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Foundation Cream
- Figure 2. Foundation Cream Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Foundation Cream Sales Growth Rate 2020-2031 (K MT)
- Figure 7. Global Foundation Cream Revenue Growth Rate 2020-2031 (\$ millions)
- Figure 8. Foundation Cream Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Figure 9. Foundation Cream Sales Market Share by Country/Region (2024)
- Figure 10. Foundation Cream Sales Market Share by Country/Region (2020, 2024 & 2031)
- Figure 11. Product Picture of Concealer Foundation Cream
- Figure 12. Product Picture of Moisturizing Foundation Cream
- Figure 13. Product Picture of Other
- Figure 14. Global Foundation Cream Sales Market Share by Type in 2025
- Figure 15. Global Foundation Cream Revenue Market Share by Type (2020-2025)
- Figure 16. Foundation Cream Consumed in Retail Stores
- Figure 17. Global Foundation Cream Market: Retail Stores (2020-2025) & (K MT)
- Figure 18. Foundation Cream Consumed in Specialty Stores
- Figure 19. Global Foundation Cream Market: Specialty Stores (2020-2025) & (K MT)
- Figure 20. Foundation Cream Consumed in Online Stores
- Figure 21. Global Foundation Cream Market: Online Stores (2020-2025) & (K MT)
- Figure 22. Global Foundation Cream Sale Market Share by Application (2024)
- Figure 23. Global Foundation Cream Revenue Market Share by Application in 2025
- Figure 24. Foundation Cream Sales by Company in 2025 (K MT)
- Figure 25. Global Foundation Cream Sales Market Share by Company in 2025
- Figure 26. Foundation Cream Revenue by Company in 2025 (\$ millions)
- Figure 27. Global Foundation Cream Revenue Market Share by Company in 2025
- Figure 28. Global Foundation Cream Sales Market Share by Geographic Region (2020-2025)
- Figure 29. Global Foundation Cream Revenue Market Share by Geographic Region in 2025
- Figure 30. Americas Foundation Cream Sales 2020-2025 (K MT)
- Figure 31. Americas Foundation Cream Revenue 2020-2025 (\$ millions)

- Figure 32. APAC Foundation Cream Sales 2020-2025 (K MT)
- Figure 33. APAC Foundation Cream Revenue 2020-2025 (\$ millions)
- Figure 34. Europe Foundation Cream Sales 2020-2025 (K MT)
- Figure 35. Europe Foundation Cream Revenue 2020-2025 (\$ millions)
- Figure 36. Middle East & Africa Foundation Cream Sales 2020-2025 (K MT)
- Figure 37. Middle East & Africa Foundation Cream Revenue 2020-2025 (\$ millions)
- Figure 38. Americas Foundation Cream Sales Market Share by Country in 2025
- Figure 39. Americas Foundation Cream Revenue Market Share by Country (2020-2025)
- Figure 40. Americas Foundation Cream Sales Market Share by Type (2020-2025)
- Figure 41. Americas Foundation Cream Sales Market Share by Application (2020-2025)
- Figure 42. United States Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 43. Canada Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 44. Mexico Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 45. Brazil Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 46. APAC Foundation Cream Sales Market Share by Region in 2025
- Figure 47. APAC Foundation Cream Revenue Market Share by Region (2020-2025)
- Figure 48. APAC Foundation Cream Sales Market Share by Type (2020-2025)
- Figure 49. APAC Foundation Cream Sales Market Share by Application (2020-2025)
- Figure 50. China Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 51. Japan Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 52. South Korea Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 53. Southeast Asia Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 54. India Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 55. Australia Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 56. China Taiwan Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 57. Europe Foundation Cream Sales Market Share by Country in 2025
- Figure 58. Europe Foundation Cream Revenue Market Share by Country (2020-2025)
- Figure 59. Europe Foundation Cream Sales Market Share by Type (2020-2025)
- Figure 60. Europe Foundation Cream Sales Market Share by Application (2020-2025)
- Figure 61. Germany Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 62. France Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 63. UK Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 64. Italy Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 65. Russia Foundation Cream Revenue Growth 2020-2025 (\$ millions)
- Figure 66. Middle East & Africa Foundation Cream Sales Market Share by Country (2020-2025)
- Figure 67. Middle East & Africa Foundation Cream Sales Market Share by Type (2020-2025)
- Figure 68. Middle East & Africa Foundation Cream Sales Market Share by Application

(2020-2025)

Figure 69. Egypt Foundation Cream Revenue Growth 2020-2025 (\$ millions)

Figure 70. South Africa Foundation Cream Revenue Growth 2020-2025 (\$ millions)

Figure 71. Israel Foundation Cream Revenue Growth 2020-2025 (\$ millions)

Figure 72. Turkey Foundation Cream Revenue Growth 2020-2025 (\$ millions)

Figure 73. GCC Countries Foundation Cream Revenue Growth 2020-2025 (\$ millions)

Figure 74. Manufacturing Cost Structure Analysis of Foundation Cream in 2025

Figure 75. Manufacturing Process Analysis of Foundation Cream

Figure 76. Industry Chain Structure of Foundation Cream

Figure 77. Channels of Distribution

Figure 78. Global Foundation Cream Sales Market Forecast by Region (2026-2031)

Figure 79. Global Foundation Cream Revenue Market Share Forecast by Region  
(2026-2031)

Figure 80. Global Foundation Cream Sales Market Share Forecast by Type  
(2026-2031)

Figure 81. Global Foundation Cream Revenue Market Share Forecast by Type  
(2026-2031)

Figure 82. Global Foundation Cream Sales Market Share Forecast by Application  
(2026-2031)

Figure 83. Global Foundation Cream Revenue Market Share Forecast by Application  
(2026-2031)

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