

Global Men's Lipstick Market Growth 2026-2032

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Abstracts

The global Men's Lipstick market size is predicted to grow from US\$ 200 million in 2025 to US\$ 352 million in 2032; it is expected to grow at a CAGR of 8.5% from 2026 to 2032.

Men's lip balm is a daily personal care cosmetic specifically designed for the physiological characteristics of men's lip skin. It aims to alleviate common problems such as dryness, peeling, tightness, and roughness in men's lips. It forms a protective film on the lip surface, effectively locking in moisture and reducing water loss, thus achieving moisturizing, hydrating, and anti-chapping effects.

Most men's lip balms are colorless, with a refreshing texture that leaves no noticeable oily shine or greasy feeling after application, aligning with men's preference for a low-key, natural aesthetic. Common effects include deep moisturizing, long-lasting hydration, repairing dryness and peeling, and sun protection (against UV damage).

The core upstream ingredients of men's lip balm include waxes (beeswax, candelilla wax, carnauba wax, synthetic waxes), oils (petrolatum, lanolin, jojoba oil, shea butter, macadamia nut oil, meadowfoam seed oil, squalane), moisturizers (glycerin, hyaluronic acid, propylene glycol, panthenol), functional additives (vitamin E, menthol, sunscreen agents, plant extracts), and excipients. Downstream sales channels are primarily online, supplemented by offline channels.

In 2025, global sales of men's lipsticks reached 24.5 million units, with a production capacity of approximately 30.6 million units. The average selling price was \$8.33 per unit, and the average gross profit margin was 58%.

The men's lip balm industry is essentially a functional personal care product, rather than a traditional makeup product. Its core value lies in moisturizing, preventing chapped lips,

and environmental protection (such as wind and UV rays). From a definitional perspective, this category is characterized by being 'colorless and low-impact,' encompassing both men's-specific lip balms and products that are clearly substitutes for general lip balms, petroleum jelly-like products, and lip serums. Therefore, it is essentially a niche market with weaker gender segmentation, stronger functional attributes, and a focus on basic care.

From a global supply structure perspective, the industry exhibits typical fast-moving consumer goods (FMCG) characteristics of 'low technological barriers + brand dominance.' The upstream mainly consists of basic oils and chemical raw materials; the midstream manufacturing sector has relatively low barriers to entry and a mature OEM/ODM system; and the downstream highly relies on brand and channel capabilities. The overall competitive landscape is characterized by 'low concentration but strong brand recognition among leading companies.'

Demand is primarily driven by young men, especially students and urban white-collar workers aged 18-35, whose consumption motives have gradually evolved from 'winter chapped lips prevention' to 'year-round basic care + image management.' In addition, outdoor sports enthusiasts and users in arid climates are also significant sources of demand. The core drivers of industry growth come from three aspects: first, increased penetration due to growing awareness of skincare among men; second, reduced education costs due to e-commerce and content platforms; and third, the 'light skincare' trend driving the rapid popularization of low-barrier-to-entry products.

In terms of product and technological evolution, men's lipsticks are upgrading from simple moisturizing to multi-functional products, including adding SPF for sun protection, introducing ceramides and plant-based active ingredients to enhance repair, and pursuing a lighter, matte, and virtually weightless texture. Product form is also extending from traditional balms to 'lip serum + care,' reflecting a trend towards professional skincare. At the same time, limited room for formula innovation means that differentiation is more reflected in ingredient combinations and user experience.

LP Information, Inc. (LPI) ' newest research report, the 'Men's Lipstick Industry Forecast' looks at past sales and reviews total world Men's Lipstick sales in 2025, providing a comprehensive analysis by region and market sector of projected Men's Lipstick sales for 2026 through 2032. With Men's Lipstick sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Men's Lipstick industry.

This Insight Report provides a comprehensive analysis of the global Men's Lipstick 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 Men's Lipstick portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Men's Lipstick market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Men's Lipstick 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 Men's Lipstick.

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

Segmentation by Type:

Solid Paste

Liquid Gel

Segmentation by Color Rendering Effect:

Colorless

Colored

Segmentation by Specification:

1g-3g

3g-3.5g

73.5g

Segmentation by Application:

Online Sales

Offline Sales

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.

Mentholatum

Beiersdorf AG

L'Oréal

Unilever

Shiseido

Jack Black

Burt's Bees

Malin+Goetz

CO Bigelow

Guangzhou Mizi Cosmetics

Mengerda

Shanghai Jahwa United

Chando

Key Questions Addressed in this Report

What is the 10-year outlook for the global Men's Lipstick market?

What factors are driving Men's Lipstick market growth, globally and by region?

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

How do Men's Lipstick market opportunities vary by end market size?

How does Men's Lipstick 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 Men's Lipstick Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Men's Lipstick by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Men's Lipstick by Country/Region, 2021, 2025 & 2032

2.2 Men's Lipstick Segment by Type

- 2.2.1 Solid Paste
- 2.2.2 Liquid Gel
- 2.2.3 Men's Lipstick Sales by Type
 - 2.2.3.1 Global Men's Lipstick Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Men's Lipstick Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Men's Lipstick Sale Price by Type (2021-2026)

2.3 Men's Lipstick Segment by Color Rendering Effect

- 2.3.1 Colorless
- 2.3.2 Colored
- 2.3.3 Men's Lipstick Sales by Color Rendering Effect
 - 2.3.3.1 Global Men's Lipstick Sales Market Share by Color Rendering Effect (2021-2026)
 - 2.3.3.2 Global Men's Lipstick Revenue and Market Share by Color Rendering Effect (2021-2026)
 - 2.3.3.3 Global Men's Lipstick Sale Price by Color Rendering Effect (2021-2026)

2.4 Men's Lipstick Segment by Specification

- 2.4.1 1g-3g

2.4.2 3g-3.5g

2.4.3 ?3.5g

2.4.4 Men's Lipstick Sales by Specification

2.4.4.1 Global Men's Lipstick Sales Market Share by Specification (2021-2026)

2.4.4.2 Global Men's Lipstick Revenue and Market Share by Specification
(2021-2026)

2.4.4.3 Global Men's Lipstick Sale Price by Specification (2021-2026)

2.5 Men's Lipstick Segment by Application

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Men's Lipstick Sales by Application

2.5.3.1 Global Men's Lipstick Sale Market Share by Application (2021-2026)

2.5.3.2 Global Men's Lipstick Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Men's Lipstick Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Men's Lipstick Breakdown Data by Company

3.1.1 Global Men's Lipstick Annual Sales by Company (2021-2026)

3.1.2 Global Men's Lipstick Sales Market Share by Company (2021-2026)

3.2 Global Men's Lipstick Annual Revenue by Company (2021-2026)

3.2.1 Global Men's Lipstick Revenue by Company (2021-2026)

3.2.2 Global Men's Lipstick Revenue Market Share by Company (2021-2026)

3.3 Global Men's Lipstick Sale Price by Company

3.4 Key Manufacturers Men's Lipstick Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Men's Lipstick Product Location Distribution

3.4.2 Players Men's Lipstick Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR MEN'S LIPSTICK BY GEOGRAPHIC REGION

4.1 World Historic Men's Lipstick Market Size by Geographic Region (2021-2026)

4.1.1 Global Men's Lipstick Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Men's Lipstick Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Men's Lipstick Market Size by Country/Region (2021-2026)

4.2.1 Global Men's Lipstick Annual Sales by Country/Region (2021-2026)

4.2.2 Global Men's Lipstick Annual Revenue by Country/Region (2021-2026)

4.3 Americas Men's Lipstick Sales Growth

4.4 APAC Men's Lipstick Sales Growth

4.5 Europe Men's Lipstick Sales Growth

4.6 Middle East & Africa Men's Lipstick Sales Growth

5 AMERICAS

5.1 Americas Men's Lipstick Sales by Country

5.1.1 Americas Men's Lipstick Sales by Country (2021-2026)

5.1.2 Americas Men's Lipstick Revenue by Country (2021-2026)

5.2 Americas Men's Lipstick Sales by Type (2021-2026)

5.3 Americas Men's Lipstick Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Men's Lipstick Sales by Region

6.1.1 APAC Men's Lipstick Sales by Region (2021-2026)

6.1.2 APAC Men's Lipstick Revenue by Region (2021-2026)

6.2 APAC Men's Lipstick Sales by Type (2021-2026)

6.3 APAC Men's Lipstick Sales by Application (2021-2026)

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 Men's Lipstick by Country

7.1.1 Europe Men's Lipstick Sales by Country (2021-2026)

- 7.1.2 Europe Men's Lipstick Revenue by Country (2021-2026)
- 7.2 Europe Men's Lipstick Sales by Type (2021-2026)
- 7.3 Europe Men's Lipstick Sales by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Men's Lipstick by Country
 - 8.1.1 Middle East & Africa Men's Lipstick Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Men's Lipstick Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Men's Lipstick Sales by Type (2021-2026)
- 8.3 Middle East & Africa Men's Lipstick Sales by Application (2021-2026)
- 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 Men's Lipstick
- 10.3 Manufacturing Process Analysis of Men's Lipstick
- 10.4 Industry Chain Structure of Men's Lipstick

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels

- 11.1.2 Indirect Channels
- 11.2 Men's Lipstick Distributors
- 11.3 Men's Lipstick Customer

12 WORLD FORECAST REVIEW FOR MEN'S LIPSTICK BY GEOGRAPHIC REGION

- 12.1 Global Men's Lipstick Market Size Forecast by Region
 - 12.1.1 Global Men's Lipstick Forecast by Region (2027-2032)
 - 12.1.2 Global Men's Lipstick Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Men's Lipstick Forecast by Type (2027-2032)
- 12.7 Global Men's Lipstick Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 Mentholatum
 - 13.1.1 Mentholatum Company Information
 - 13.1.2 Mentholatum Men's Lipstick Product Portfolios and Specifications
 - 13.1.3 Mentholatum Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.1.4 Mentholatum Main Business Overview
 - 13.1.5 Mentholatum Latest Developments
- 13.2 Beiersdorf AG
 - 13.2.1 Beiersdorf AG Company Information
 - 13.2.2 Beiersdorf AG Men's Lipstick Product Portfolios and Specifications
 - 13.2.3 Beiersdorf AG Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Beiersdorf AG Main Business Overview
 - 13.2.5 Beiersdorf AG Latest Developments
- 13.3 L'Oréal
 - 13.3.1 L'Oréal Company Information
 - 13.3.2 L'Oréal Men's Lipstick Product Portfolios and Specifications
 - 13.3.3 L'Oréal Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 L'Oréal Main Business Overview
 - 13.3.5 L'Oréal Latest Developments
- 13.4 Unilever

- 13.4.1 Unilever Company Information
- 13.4.2 Unilever Men's Lipstick Product Portfolios and Specifications
- 13.4.3 Unilever Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.4.4 Unilever Main Business Overview
- 13.4.5 Unilever Latest Developments
- 13.5 Shiseido
 - 13.5.1 Shiseido Company Information
 - 13.5.2 Shiseido Men's Lipstick Product Portfolios and Specifications
 - 13.5.3 Shiseido Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Shiseido Main Business Overview
 - 13.5.5 Shiseido Latest Developments
- 13.6 Jack Black
 - 13.6.1 Jack Black Company Information
 - 13.6.2 Jack Black Men's Lipstick Product Portfolios and Specifications
 - 13.6.3 Jack Black Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 Jack Black Main Business Overview
 - 13.6.5 Jack Black Latest Developments
- 13.7 Burt's Bees
 - 13.7.1 Burt's Bees Company Information
 - 13.7.2 Burt's Bees Men's Lipstick Product Portfolios and Specifications
 - 13.7.3 Burt's Bees Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Burt's Bees Main Business Overview
 - 13.7.5 Burt's Bees Latest Developments
- 13.8 Malin+Goetz
 - 13.8.1 Malin+Goetz Company Information
 - 13.8.2 Malin+Goetz Men's Lipstick Product Portfolios and Specifications
 - 13.8.3 Malin+Goetz Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 Malin+Goetz Main Business Overview
 - 13.8.5 Malin+Goetz Latest Developments
- 13.9 CO Bigelow
 - 13.9.1 CO Bigelow Company Information
 - 13.9.2 CO Bigelow Men's Lipstick Product Portfolios and Specifications
 - 13.9.3 CO Bigelow Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 CO Bigelow Main Business Overview
 - 13.9.5 CO Bigelow Latest Developments

13.10 Guangzhou Mizi Cosmetics

13.10.1 Guangzhou Mizi Cosmetics Company Information

13.10.2 Guangzhou Mizi Cosmetics Men's Lipstick Product Portfolios and Specifications

13.10.3 Guangzhou Mizi Cosmetics Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Guangzhou Mizi Cosmetics Main Business Overview

13.10.5 Guangzhou Mizi Cosmetics Latest Developments

13.11 Mengerda

13.11.1 Mengerda Company Information

13.11.2 Mengerda Men's Lipstick Product Portfolios and Specifications

13.11.3 Mengerda Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Mengerda Main Business Overview

13.11.5 Mengerda Latest Developments

13.12 Shanghai Jahwa United

13.12.1 Shanghai Jahwa United Company Information

13.12.2 Shanghai Jahwa United Men's Lipstick Product Portfolios and Specifications

13.12.3 Shanghai Jahwa United Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Shanghai Jahwa United Main Business Overview

13.12.5 Shanghai Jahwa United Latest Developments

13.13 Chando

13.13.1 Chando Company Information

13.13.2 Chando Men's Lipstick Product Portfolios and Specifications

13.13.3 Chando Men's Lipstick Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Chando Main Business Overview

13.13.5 Chando Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Men's Lipstick Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Men's Lipstick Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Solid Paste

Table 4. Major Players of Liquid Gel

Table 5. Global Men's Lipstick Sales by Type (2021-2026) & (K Units)

Table 6. Global Men's Lipstick Sales Market Share by Type (2021-2026)

Table 7. Global Men's Lipstick Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Men's Lipstick Revenue Market Share by Type (2021-2026)

Table 9. Global Men's Lipstick Sale Price by Type (2021-2026) & (US\$/Unit)

Table 10. Major Players of Colorless

Table 11. Major Players of Colored

Table 12. Global Men's Lipstick Sales by Color Rendering Effect (2021-2026) & (K Units)

Table 13. Global Men's Lipstick Sales Market Share by Color Rendering Effect (2021-2026)

Table 14. Global Men's Lipstick Revenue by Color Rendering Effect (2021-2026) & (\$ million)

Table 15. Global Men's Lipstick Revenue Market Share by Color Rendering Effect (2021-2026)

Table 16. Global Men's Lipstick Sale Price by Color Rendering Effect (2021-2026) & (US\$/Unit)

Table 17. Major Players of 1g-3g

Table 18. Major Players of 3g-3.5g

Table 19. Major Players of >3.5g

Table 20. Global Men's Lipstick Sales by Specification (2021-2026) & (K Units)

Table 21. Global Men's Lipstick Sales Market Share by Specification (2021-2026)

Table 22. Global Men's Lipstick Revenue by Specification (2021-2026) & (\$ million)

Table 23. Global Men's Lipstick Revenue Market Share by Specification (2021-2026)

Table 24. Global Men's Lipstick Sale Price by Specification (2021-2026) & (US\$/Unit)

Table 25. Global Men's Lipstick Sale by Application (2021-2026) & (K Units)

Table 26. Global Men's Lipstick Sale Market Share by Application (2021-2026)

Table 27. Global Men's Lipstick Revenue by Application (2021-2026) & (\$ million)

Table 28. Global Men's Lipstick Revenue Market Share by Application (2021-2026)

Table 29. Global Men's Lipstick Sale Price by Application (2021-2026) & (US\$/Unit)
Table 30. Global Men's Lipstick Sales by Company (2021-2026) & (K Units)
Table 31. Global Men's Lipstick Sales Market Share by Company (2021-2026)
Table 32. Global Men's Lipstick Revenue by Company (2021-2026) & (\$ millions)
Table 33. Global Men's Lipstick Revenue Market Share by Company (2021-2026)
Table 34. Global Men's Lipstick Sale Price by Company (2021-2026) & (US\$/Unit)
Table 35. Key Manufacturers Men's Lipstick Producing Area Distribution and Sales Area
Table 36. Players Men's Lipstick Products Offered
Table 37. Men's Lipstick Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 38. New Products and Potential Entrants
Table 39. Market M&A Activity & Strategy
Table 40. Global Men's Lipstick Sales by Geographic Region (2021-2026) & (K Units)
Table 41. Global Men's Lipstick Sales Market Share Geographic Region (2021-2026)
Table 42. Global Men's Lipstick Revenue by Geographic Region (2021-2026) & (\$ millions)
Table 43. Global Men's Lipstick Revenue Market Share by Geographic Region (2021-2026)
Table 44. Global Men's Lipstick Sales by Country/Region (2021-2026) & (K Units)
Table 45. Global Men's Lipstick Sales Market Share by Country/Region (2021-2026)
Table 46. Global Men's Lipstick Revenue by Country/Region (2021-2026) & (\$ millions)
Table 47. Global Men's Lipstick Revenue Market Share by Country/Region (2021-2026)
Table 48. Americas Men's Lipstick Sales by Country (2021-2026) & (K Units)
Table 49. Americas Men's Lipstick Sales Market Share by Country (2021-2026)
Table 50. Americas Men's Lipstick Revenue by Country (2021-2026) & (\$ millions)
Table 51. Americas Men's Lipstick Sales by Type (2021-2026) & (K Units)
Table 52. Americas Men's Lipstick Sales by Application (2021-2026) & (K Units)
Table 53. APAC Men's Lipstick Sales by Region (2021-2026) & (K Units)
Table 54. APAC Men's Lipstick Sales Market Share by Region (2021-2026)
Table 55. APAC Men's Lipstick Revenue by Region (2021-2026) & (\$ millions)
Table 56. APAC Men's Lipstick Sales by Type (2021-2026) & (K Units)
Table 57. APAC Men's Lipstick Sales by Application (2021-2026) & (K Units)
Table 58. Europe Men's Lipstick Sales by Country (2021-2026) & (K Units)
Table 59. Europe Men's Lipstick Revenue by Country (2021-2026) & (\$ millions)
Table 60. Europe Men's Lipstick Sales by Type (2021-2026) & (K Units)
Table 61. Europe Men's Lipstick Sales by Application (2021-2026) & (K Units)
Table 62. Middle East & Africa Men's Lipstick Sales by Country (2021-2026) & (K Units)
Table 63. Middle East & Africa Men's Lipstick Revenue Market Share by Country (2021-2026)
Table 64. Middle East & Africa Men's Lipstick Sales by Type (2021-2026) & (K Units)

Table 65. Middle East & Africa Men's Lipstick Sales by Application (2021-2026) & (K Units)
Table 66. Key Market Drivers & Growth Opportunities of Men's Lipstick
Table 67. Key Market Challenges & Risks of Men's Lipstick
Table 68. Key Industry Trends of Men's Lipstick
Table 69. Men's Lipstick Raw Material
Table 70. Key Suppliers of Raw Materials
Table 71. Men's Lipstick Distributors List
Table 72. Men's Lipstick Customer List
Table 73. Global Men's Lipstick Sales Forecast by Region (2027-2032) & (K Units)
Table 74. Global Men's Lipstick Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 75. Americas Men's Lipstick Sales Forecast by Country (2027-2032) & (K Units)
Table 76. Americas Men's Lipstick Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 77. APAC Men's Lipstick Sales Forecast by Region (2027-2032) & (K Units)
Table 78. APAC Men's Lipstick Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 79. Europe Men's Lipstick Sales Forecast by Country (2027-2032) & (K Units)
Table 80. Europe Men's Lipstick Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 81. Middle East & Africa Men's Lipstick Sales Forecast by Country (2027-2032) & (K Units)
Table 82. Middle East & Africa Men's Lipstick Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 83. Global Men's Lipstick Sales Forecast by Type (2027-2032) & (K Units)
Table 84. Global Men's Lipstick Revenue Forecast by Type (2027-2032) & (\$ millions)
Table 85. Global Men's Lipstick Sales Forecast by Application (2027-2032) & (K Units)
Table 86. Global Men's Lipstick Revenue Forecast by Application (2027-2032) & (\$ millions)
Table 87. Mentholatum Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors
Table 88. Mentholatum Men's Lipstick Product Portfolios and Specifications
Table 89. Mentholatum Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 90. Mentholatum Main Business
Table 91. Mentholatum Latest Developments
Table 92. Beiersdorf AG Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors
Table 93. Beiersdorf AG Men's Lipstick Product Portfolios and Specifications

Table 94. Beiersdorf AG Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 95. Beiersdorf AG Main Business

Table 96. Beiersdorf AG Latest Developments

Table 97. L'Oréal Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 98. L'Oréal Men's Lipstick Product Portfolios and Specifications

Table 99. L'Oréal Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 100. L'Oréal Main Business

Table 101. L'Oréal Latest Developments

Table 102. Unilever Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 103. Unilever Men's Lipstick Product Portfolios and Specifications

Table 104. Unilever Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 105. Unilever Main Business

Table 106. Unilever Latest Developments

Table 107. Shiseido Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 108. Shiseido Men's Lipstick Product Portfolios and Specifications

Table 109. Shiseido Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 110. Shiseido Main Business

Table 111. Shiseido Latest Developments

Table 112. Jack Black Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 113. Jack Black Men's Lipstick Product Portfolios and Specifications

Table 114. Jack Black Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 115. Jack Black Main Business

Table 116. Jack Black Latest Developments

Table 117. Burt's Bees Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 118. Burt's Bees Men's Lipstick Product Portfolios and Specifications

Table 119. Burt's Bees Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 120. Burt's Bees Main Business

Table 121. Burt's Bees Latest Developments

Table 122. Malin+Goetz Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 123. Malin+Goetz Men's Lipstick Product Portfolios and Specifications

Table 124. Malin+Goetz Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 125. Malin+Goetz Main Business

Table 126. Malin+Goetz Latest Developments

Table 127. CO Bigelow Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 128. CO Bigelow Men's Lipstick Product Portfolios and Specifications

Table 129. CO Bigelow Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 130. CO Bigelow Main Business

Table 131. CO Bigelow Latest Developments

Table 132. Guangzhou Mizi Cosmetics Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 133. Guangzhou Mizi Cosmetics Men's Lipstick Product Portfolios and Specifications

Table 134. Guangzhou Mizi Cosmetics Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 135. Guangzhou Mizi Cosmetics Main Business

Table 136. Guangzhou Mizi Cosmetics Latest Developments

Table 137. Mengerda Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 138. Mengerda Men's Lipstick Product Portfolios and Specifications

Table 139. Mengerda Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 140. Mengerda Main Business

Table 141. Mengerda Latest Developments

Table 142. Shanghai Jahwa United Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 143. Shanghai Jahwa United Men's Lipstick Product Portfolios and Specifications

Table 144. Shanghai Jahwa United Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 145. Shanghai Jahwa United Main Business

Table 146. Shanghai Jahwa United Latest Developments

Table 147. Chando Basic Information, Men's Lipstick Manufacturing Base, Sales Area and Its Competitors

Table 148. Chando Men's Lipstick Product Portfolios and Specifications

Table 149. Chando Men's Lipstick Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 150. Chando Main Business

Table 151. Chando Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Men's Lipstick
- Figure 2. Men's Lipstick Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Men's Lipstick Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Men's Lipstick Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Men's Lipstick Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Men's Lipstick Sales Market Share by Country/Region (2025)
- Figure 10. Men's Lipstick Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Solid Paste
- Figure 12. Product Picture of Liquid Gel
- Figure 13. Global Men's Lipstick Sales Market Share by Type in 2026
- Figure 14. Global Men's Lipstick Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Colorless
- Figure 16. Product Picture of Colored
- Figure 17. Global Men's Lipstick Sales Market Share by Color Rendering Effect in 2026
- Figure 18. Global Men's Lipstick Revenue Market Share by Color Rendering Effect (2021-2026)
- Figure 19. Product Picture of 1g-3g
- Figure 20. Product Picture of 3g-3.5g
- Figure 21. Product Picture of >3.5g
- Figure 22. Global Men's Lipstick Sales Market Share by Specification in 2026
- Figure 23. Global Men's Lipstick Revenue Market Share by Specification (2021-2026)
- Figure 24. Men's Lipstick Consumed in Online Sales
- Figure 25. Global Men's Lipstick Market: Online Sales (2021-2026) & (K Units)
- Figure 26. Men's Lipstick Consumed in Offline Sales
- Figure 27. Global Men's Lipstick Market: Offline Sales (2021-2026) & (K Units)
- Figure 28. Global Men's Lipstick Sale Market Share by Application (2025)
- Figure 29. Global Men's Lipstick Revenue Market Share by Application in 2025
- Figure 30. Men's Lipstick Sales by Company in 2025 (K Units)
- Figure 31. Global Men's Lipstick Sales Market Share by Company in 2025
- Figure 32. Men's Lipstick Revenue by Company in 2025 (\$ millions)
- Figure 33. Global Men's Lipstick Revenue Market Share by Company in 2025
- Figure 34. Global Men's Lipstick Sales Market Share by Geographic Region

(2021-2026)

Figure 35. Global Men's Lipstick Revenue Market Share by Geographic Region in 2025

Figure 36. Americas Men's Lipstick Sales 2021-2026 (K Units)

Figure 37. Americas Men's Lipstick Revenue 2021-2026 (\$ millions)

Figure 38. APAC Men's Lipstick Sales 2021-2026 (K Units)

Figure 39. APAC Men's Lipstick Revenue 2021-2026 (\$ millions)

Figure 40. Europe Men's Lipstick Sales 2021-2026 (K Units)

Figure 41. Europe Men's Lipstick Revenue 2021-2026 (\$ millions)

Figure 42. Middle East & Africa Men's Lipstick Sales 2021-2026 (K Units)

Figure 43. Middle East & Africa Men's Lipstick Revenue 2021-2026 (\$ millions)

Figure 44. Americas Men's Lipstick Sales Market Share by Country in 2025

Figure 45. Americas Men's Lipstick Revenue Market Share by Country (2021-2026)

Figure 46. Americas Men's Lipstick Sales Market Share by Type (2021-2026)

Figure 47. Americas Men's Lipstick Sales Market Share by Application (2021-2026)

Figure 48. United States Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 49. Canada Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 50. Mexico Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 51. Brazil Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 52. APAC Men's Lipstick Sales Market Share by Region in 2025

Figure 53. APAC Men's Lipstick Revenue Market Share by Region (2021-2026)

Figure 54. APAC Men's Lipstick Sales Market Share by Type (2021-2026)

Figure 55. APAC Men's Lipstick Sales Market Share by Application (2021-2026)

Figure 56. China Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 57. Japan Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 58. South Korea Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 59. Southeast Asia Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 60. India Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 61. Australia Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 62. China Taiwan Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 63. Europe Men's Lipstick Sales Market Share by Country in 2025

Figure 64. Europe Men's Lipstick Revenue Market Share by Country (2021-2026)

Figure 65. Europe Men's Lipstick Sales Market Share by Type (2021-2026)

Figure 66. Europe Men's Lipstick Sales Market Share by Application (2021-2026)

Figure 67. Germany Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 68. France Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 69. UK Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 70. Italy Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 71. Russia Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 72. Middle East & Africa Men's Lipstick Sales Market Share by Country

(2021-2026)

Figure 73. Middle East & Africa Men's Lipstick Sales Market Share by Type (2021-2026)

Figure 74. Middle East & Africa Men's Lipstick Sales Market Share by Application
(2021-2026)

Figure 75. Egypt Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 76. South Africa Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 77. Israel Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 78. Turkey Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 79. GCC Countries Men's Lipstick Revenue Growth 2021-2026 (\$ millions)

Figure 80. Manufacturing Cost Structure Analysis of Men's Lipstick in 2026

Figure 81. Manufacturing Process Analysis of Men's Lipstick

Figure 82. Industry Chain Structure of Men's Lipstick

Figure 83. Channels of Distribution

Figure 84. Global Men's Lipstick Sales Market Forecast by Region (2027-2032)

Figure 85. Global Men's Lipstick Revenue Market Share Forecast by Region
(2027-2032)

Figure 86. Global Men's Lipstick Sales Market Share Forecast by Type (2027-2032)

Figure 87. Global Men's Lipstick Revenue Market Share Forecast by Type (2027-2032)

Figure 88. Global Men's Lipstick Sales Market Share Forecast by Application
(2027-2032)

Figure 89. Global Men's Lipstick Revenue Market Share Forecast by Application
(2027-2032)

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