

Global Men's Loose Powder Market Growth 2026-2032

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Abstracts

The global Men's Loose Powder market size is predicted to grow from US\$ 144 million in 2025 to US\$ 255 million in 2032; it is expected to grow at a CAGR of 8.7% from 2026 to 2032.

Men's loose powder is a powder-based setting makeup product specifically developed for men's skin type, texture needs, and minimalist makeup effect.

Its core characteristics include colorless transparency, low-matte finish, and a natural, non-whitening effect. It primarily relies on porous powder to absorb excess facial oil, reduce shine, and soften pores and minor imperfections, while also providing long-lasting wear, oil control, and an even skin tone. The formula avoids heavy powderiness and a white, mask-like finish. It is mostly suitable for men with oily or combination skin and can be used with BB creams and concealers, offering both a refreshing feel for daily skincare and a light makeup setting effect.

The core upstream ingredients of men's loose powder include talc, mica, silica, titanium dioxide, zinc oxide, moisturizers (glycerin/hyaluronic acid), oil-controlling powder (nylon-12), preservatives, and fragrance. Downstream sales channels are primarily online, with offline channels as a secondary option.

In 2025, global sales of men's loose powder will reach 11.8 million units, with a production capacity of approximately 15 million units, an average selling price of US\$12.45 per unit, and an average gross profit margin of 45%-50%.

The global men's loose powder market exhibits a supply structure characterized by 'low technological barriers + brand-driven growth.' Upstream raw materials primarily consist of basic cosmetic powders, mineral powders, oil-absorbing ingredients, and lightweight skincare active substances. Midstream manufacturing has low barriers to entry, with

mature OEM/ODM models facilitating small-batch, rapid production and customization. Downstream growth heavily relies on brand and channel influence, including e-commerce platforms, offline men's skincare stores, and duty-free channels. Demand is primarily driven by young professional men and image-conscious, socially active individuals. Core motivations include oil control, setting makeup, reducing shine, and enhancing facial cleanliness. With increasing awareness of men's skincare and the growing popularity of lightweight makeup, the use of loose powder is gradually expanding from special occasions to daily commutes, business activities, and social events. Emerging markets... The increasing emphasis on image management among urban men, along with the penetration of short videos and social media into men's makeup education, are the main drivers of growth.

Product and technology are evolving towards 'multi-functional, multi-layered + natural, low-feel finish.' Modern men's loose powders not only emphasize oil control and setting but also incorporate skincare ingredients such as moisturizing, anti-inflammatory, or light concealing. The texture is lightweight, matte, or semi-matte, more closely resembling the natural feel of men's skin. Packaging designs are also trending towards compact, portable, and minimalist masculine styles to meet the needs of on-the-go convenience and quick touch-ups.

Overall, men's loose powder represents a niche but high-growth potential segment of the men's light makeup market. Future competition will focus on multi-functionality, portable design, natural materials, and low-feel finish, while brand strength and channel coverage will remain key factors determining market share.

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

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

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

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

Segmentation by Type:

Colorless

Natural Color

Segmentation by Product Forms:

Loose Powder

Compressed Powder

Segmentation by Specification:

3g-5g

5g-12g

?12g

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.

L'Oréal

Shiseido

Estée Lauder

Tom Ford

LVMH

Coty

Charlotte Tilbury

AMR

Shenzhen Liran Cosmetics

Missha

Key Questions Addressed in this Report

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

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

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

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

How does Men's Loose Powder break out by Type, by Application?

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