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Global Sunscreen Liquid Foundation Market Growth 2026-2032

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Abstracts

The global Sunscreen Liquid Foundation market size is predicted to grow from US$ 2438 million in 2025 to US$ 3037 million in 2032; it is expected to grow at a CAGR of 3.2% from 2026 to 2032.

Sunscreen Liquid Foundation is a liquid cosmetic product that combines facial makeup enhancement with ultraviolet (UV) protection functions. By incorporating UV protection ingredients, such as organic UV filters, inorganic UV filters or hybrid sunscreen systems, into traditional liquid foundation formulations, it provides complexion correction, blemish coverage, skin tone improvement and makeup finishing effects while offering a certain level of sun protection. These products are typically characterized by liquid texture, good spreadability, shade adaptability and wear performance. Key product parameters include SPF value, PA rating, sunscreen agent type, coverage capability, wear time and skin feel. Sunscreen Liquid Foundation is mainly applied in daily makeup, outdoor makeup, commuting beauty routines and professional makeup scenarios, representing an important product category driven by the integration of color cosmetics and sun protection functions.

Key Findings

In 2025, global sales volume of sunscreen liquid foundation reached 103 million units, with a production capacity of approximately 140 million units; the average selling price was $24.20 per unit, and the average gross profit margin ranged from 65% to 75%.

SPF 30–50 products represented the mainstream segment of the global Sunscreen Liquid Foundation market

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Asia-Pacific was the major regional market driven by strong demand for integrated makeup and sun protection products

Skincare-integrated and hybrid sunscreen formulations became key product development directions

Market Trends

The Sunscreen Liquid Foundation market is shifting from traditional complexion correction products toward multifunctional beauty solutions that integrate makeup, sun protection and skincare benefits. Consumers increasingly expect foundation products to provide lightweight texture, natural finish, UV protection, hydration and long-lasting wear performance within a single product. Product innovation is moving beyond basic SPF addition toward advanced formulation systems that balance protection efficiency, makeup appearance, skin comfort and ingredient safety. The combination of color cosmetics and skincare technologies, including moisturizing, anti-aging and barrier-supporting functions, is becoming an important direction for future product development. Premium positioning, personalized shade systems and clean beauty concepts are also influencing product differentiation strategies.

Market Dynamics

Drivers

Growing awareness of daily UV protection, increasing beauty consumption and rising consumer preference for simplified beauty routines are major drivers of Sunscreen Liquid Foundation demand. The integration of foundation and sunscreen functions allows consumers to reduce application steps while achieving both cosmetic enhancement and additional sun protection benefits. Increasing interest in multifunctional cosmetics is supporting broader adoption of products that combine makeup performance with skincare-oriented functions.

Restraints

The development of Sunscreen Liquid Foundation faces limitations from formulation complexity, higher requirements for ingredient compatibility and stricter consumer expectations regarding safety and performance. Maintaining a balance between UV protection efficiency, texture, coverage, shade stability and long-lasting makeup performance increases research and manufacturing difficulty. In addition, regulatory

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requirements related to sunscreen ingredients may create additional challenges for product development and market expansion.

Opportunities

Future market opportunities are concentrated in skincare-infused Sunscreen Liquid Foundation, high-protection outdoor products, personalized complexion solutions and emerging beauty markets. Products combining SPF/PA protection, skincare benefits and comfortable makeup experience have stronger potential to attract consumers seeking efficient and multifunctional beauty solutions. Digital beauty channels and social media-driven product discovery also provide opportunities for innovative brands to expand market penetration.

Challenges

The industry faces challenges from increasing competition, product homogenization, rising innovation costs and changing consumer expectations. Companies need to continuously improve formulation technology, product differentiation, sustainability performance and consumer experience. Balancing high protection performance with lightweight texture and natural makeup effects remains a key challenge for long-term product development.

Industry Chain Analysis

The Sunscreen Liquid Foundation industry chain includes upstream cosmetic ingredient suppliers, midstream formulation and manufacturing companies, and downstream brand operators and retail channels. Upstream materials mainly include pigments, UV filters, oils, emulsifiers, moisturizing agents, film-forming materials and functional additives. These materials directly influence product protection performance, stability, texture and user experience. Midstream manufacturers are responsible for formulation design, testing, filling, packaging and quality control, where technical capability and production efficiency determine overall product competitiveness.

The value creation process extends beyond manufacturing and includes formulation innovation, brand development, packaging design, marketing capability and distribution management. Premium products generally create higher value through brand recognition, differentiated formulations and stronger pricing capability, while mass-market products compete through cost efficiency, accessibility and broad distribution networks. Downstream channels include beauty specialty stores, department stores, e-commerce platforms, professional makeup channels and direct-to-consumer platforms.

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Segment Insights

Sunscreen Liquid Foundation can be segmented by SPF level, PA rating, sunscreen technology, coverage capability, formulation system and functional positioning. By protection level, SPF 30–50 products represent the mainstream segment because they provide a balance between daily UV protection and comfortable makeup application. SPF 50+ products mainly target outdoor activities and high UV exposure environments.

By sunscreen technology, products can be categorized into organic sunscreen, mineral sunscreen and hybrid sunscreen formulations. Hybrid formulations are gaining attention due to their ability to balance protection performance, skin feel and cosmetic appearance. From a functional perspective, skincare-integrated Sunscreen Liquid Foundation represents one of the faster-growing directions as consumers increasingly seek products that combine makeup effects with moisturizing, anti-aging and skin-enhancing benefits.

Downstream Market Opportunities

The downstream market for Sunscreen Liquid Foundation is mainly driven by daily beauty consumption, outdoor makeup demand, professional makeup services and premium cosmetic usage. The growth of online beauty retail and social media content has accelerated consumer awareness and product adoption. Consumers increasingly prefer products that reduce routine complexity while providing multiple benefits, creating opportunities for multifunctional foundation products targeting different skin types, lifestyles and usage scenarios.

Regional Insights

Asia-Pacific represents one of the largest regional markets for Sunscreen Liquid Foundation, supported by strong consumer awareness of UV protection, advanced beauty consumption habits and high acceptance of multifunctional cosmetics. Markets including China, Japan and South Korea have strong influence on product innovation, particularly in lightweight formulations, skincare integration and shade diversity.

North America and Europe remain important premium markets with established beauty industries and strong demand for high-performance cosmetic products. Emerging markets in Southeast Asia, Latin America and the Middle East provide additional opportunities as beauty awareness, disposable income and digital commerce penetration continue improving.

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Competitive Landscape Analysis

The global Sunscreen Liquid Foundation market features competition among multinational beauty groups, premium cosmetic companies, professional makeup brands and emerging beauty enterprises. Competitive advantages mainly depend on formulation technology, UV protection performance, brand influence, product differentiation and distribution capabilities. Leading international companies generally benefit from strong research capabilities, established brand recognition and global channel networks, while regional companies compete through localized product development, digital marketing and faster product innovation cycles. The market is increasingly focused on functional differentiation, with skincare integration, high-performance formulations and consumer-oriented product experiences becoming important factors affecting long-term competitiveness.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Sunscreen Liquid Foundation 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 Sunscreen Liquid Foundation portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Sunscreen Liquid Foundation market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sunscreen Liquid Foundation 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 Sunscreen Liquid Foundation.

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

Market Segmentation

Segmentation by Type:

SPF15

SPF30

SPF50

SPF50+

Segmentation by Coverage:

Light Coverage

Medium Coverage

High Coverage

Segmentation by Types of Sunscreen Agents:

Organic Sunscreen

Mineral Sunscreen

Hybrid Sunscreen

Segmentation by Application:

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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

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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'OR?AL

Est?e Lauder

Shiseido Company

LVMH Beauty

Coty Inc.

Chanel

Amorepacific

Kao

Revlon

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e.l.f. Beauty

Charlotte Tilbury Beauty

Procter & Gamble (P&G)

Orveon Global

Mary Kay

KOS? Corporation

Beiersdorf

Huaxizi

KIKO

Christian Dior

Walgreens Boots Alliance

Laura Mercier

AVON

Elizabeth Arden

Burberry

PROYA

MAOGEPING

Carslan

Perfect Diary

Marie Dalgar

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CHANDO

Key Questions Addressed in this Report

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

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

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

How do Sunscreen Liquid Foundation market opportunities vary by end market size?

How does Sunscreen Liquid Foundation break out by Type, by Application?

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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 Sunscreen Liquid Foundation Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for Sunscreen Liquid Foundation by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for Sunscreen Liquid Foundation by Country/Region, 2021, 2025 & 2032
2.2 Sunscreen Liquid Foundation Segment by Type
  2.2.1 SPF15
  2.2.2 SPF30
  2.2.3 SPF50
  2.2.4 SPF50+
  2.2.5 Sunscreen Liquid Foundation Sales by Type
    2.2.5.1 Global Sunscreen Liquid Foundation Sales Market Share by Type (2021-2026)
    2.2.5.2 Global Sunscreen Liquid Foundation Revenue and Market Share by Type (2021-2026)
    2.2.5.3 Global Sunscreen Liquid Foundation Sale Price by Type (2021-2026)
2.3 Sunscreen Liquid Foundation Segment by Coverage
  2.3.1 Light Coverage
  2.3.2 Medium Coverage
  2.3.3 High Coverage
  2.3.4 Sunscreen Liquid Foundation Sales by Coverage
    2.3.4.1 Global Sunscreen Liquid Foundation Sales Market Share by Coverage (2021-2026)

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2.3.4.2 Global Sunscreen Liquid Foundation Revenue and Market Share by Coverage (2021-2026)
2.3.4.3 Global Sunscreen Liquid Foundation Sale Price by Coverage (2021-2026)
2.4 Sunscreen Liquid Foundation Segment by Types of Sunscreen Agents
2.4.1 Organic Sunscreen
2.4.2 Mineral Sunscreen
2.4.3 Hybrid Sunscreen
2.4.4 Sunscreen Liquid Foundation Sales by Types of Sunscreen Agents
2.4.4.1 Global Sunscreen Liquid Foundation Sales Market Share by Types of Sunscreen Agents (2021-2026)
2.4.4.2 Global Sunscreen Liquid Foundation Revenue and Market Share by Types of Sunscreen Agents (2021-2026)
2.4.4.3 Global Sunscreen Liquid Foundation Sale Price by Types of Sunscreen Agents (2021-2026)
2.5 Sunscreen Liquid Foundation Segment by Application
2.5.1 Online Sales
2.5.2 Offline Sales
2.5.3 Sunscreen Liquid Foundation Sales by Application
2.5.3.1 Global Sunscreen Liquid Foundation Sale Market Share by Application (2021-2026)
2.5.3.2 Global Sunscreen Liquid Foundation Revenue and Market Share by Application (2021-2026)
2.5.3.3 Global Sunscreen Liquid Foundation Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Sunscreen Liquid Foundation Breakdown Data by Company
3.1.1 Global Sunscreen Liquid Foundation Annual Sales by Company (2021-2026)
3.1.2 Global Sunscreen Liquid Foundation Sales Market Share by Company (2021-2026)
3.2 Global Sunscreen Liquid Foundation Annual Revenue by Company (2021-2026)
3.2.1 Global Sunscreen Liquid Foundation Revenue by Company (2021-2026)
3.2.2 Global Sunscreen Liquid Foundation Revenue Market Share by Company (2021-2026)
3.3 Global Sunscreen Liquid Foundation Sale Price by Company
3.4 Key Manufacturers Sunscreen Liquid Foundation Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Sunscreen Liquid Foundation Product Location Distribution
3.4.2 Players Sunscreen Liquid Foundation Products Offered

+357 96 030922
info@marketpublishers.com

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 SUNSCREEN LIQUID FOUNDATION BY GEOGRAPHIC REGION

4.1 World Historic Sunscreen Liquid Foundation Market Size by Geographic Region (2021-2026)
4.1.1 Global Sunscreen Liquid Foundation Annual Sales by Geographic Region (2021-2026)
4.1.2 Global Sunscreen Liquid Foundation Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic Sunscreen Liquid Foundation Market Size by Country/Region (2021-2026)
4.2.1 Global Sunscreen Liquid Foundation Annual Sales by Country/Region (2021-2026)
4.2.2 Global Sunscreen Liquid Foundation Annual Revenue by Country/Region (2021-2026)
4.3 Americas Sunscreen Liquid Foundation Sales Growth
4.4 APAC Sunscreen Liquid Foundation Sales Growth
4.5 Europe Sunscreen Liquid Foundation Sales Growth
4.6 Middle East & Africa Sunscreen Liquid Foundation Sales Growth

5 AMERICAS

5.1 Americas Sunscreen Liquid Foundation Sales by Country
5.1.1 Americas Sunscreen Liquid Foundation Sales by Country (2021-2026)
5.1.2 Americas Sunscreen Liquid Foundation Revenue by Country (2021-2026)
5.2 Americas Sunscreen Liquid Foundation Sales by Type (2021-2026)
5.3 Americas Sunscreen Liquid Foundation Sales by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

+357 96 030922
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6.1 APAC Sunscreen Liquid Foundation Sales by Region
6.1.1 APAC Sunscreen Liquid Foundation Sales by Region (2021-2026)
6.1.2 APAC Sunscreen Liquid Foundation Revenue by Region (2021-2026)
6.2 APAC Sunscreen Liquid Foundation Sales by Type (2021-2026)
6.3 APAC Sunscreen Liquid Foundation 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 Sunscreen Liquid Foundation by Country
7.1.1 Europe Sunscreen Liquid Foundation Sales by Country (2021-2026)
7.1.2 Europe Sunscreen Liquid Foundation Revenue by Country (2021-2026)
7.2 Europe Sunscreen Liquid Foundation Sales by Type (2021-2026)
7.3 Europe Sunscreen Liquid Foundation 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 Sunscreen Liquid Foundation by Country
8.1.1 Middle East & Africa Sunscreen Liquid Foundation Sales by Country (2021-2026)
8.1.2 Middle East & Africa Sunscreen Liquid Foundation Revenue by Country (2021-2026)
8.2 Middle East & Africa Sunscreen Liquid Foundation Sales by Type (2021-2026)
8.3 Middle East & Africa Sunscreen Liquid Foundation Sales by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey

+357 96 030922
info@marketpublishers.com

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 Sunscreen Liquid Foundation
10.3 Manufacturing Process Analysis of Sunscreen Liquid Foundation
10.4 Industry Chain Structure of Sunscreen Liquid Foundation

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Sunscreen Liquid Foundation Distributors
11.3 Sunscreen Liquid Foundation Customer

12 WORLD FORECAST REVIEW FOR SUNSCREEN LIQUID FOUNDATION BY GEOGRAPHIC REGION

12.1 Global Sunscreen Liquid Foundation Market Size Forecast by Region
  12.1.1 Global Sunscreen Liquid Foundation Forecast by Region (2027-2032)
  12.1.2 Global Sunscreen Liquid Foundation 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 Sunscreen Liquid Foundation Forecast by Type (2027-2032)
12.7 Global Sunscreen Liquid Foundation Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

+357 96 030922
info@marketpublishers.com

13.1 L'OR?AL
13.1.1 L'OR?AL Company Information
13.1.2 L'OR?AL Sunscreen Liquid Foundation Product Portfolios and Specifications
13.1.3 L'OR?AL Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.1.4 L'OR?AL Main Business Overview
13.1.5 L'OR?AL Latest Developments
13.2 Est?e Lauder
13.2.1 Est?e Lauder Company Information
13.2.2 Est?e Lauder Sunscreen Liquid Foundation Product Portfolios and Specifications
13.2.3 Est?e Lauder Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.2.4 Est?e Lauder Main Business Overview
13.2.5 Est?e Lauder Latest Developments
13.3 Shiseido Company
13.3.1 Shiseido Company Company Information
13.3.2 Shiseido Company Sunscreen Liquid Foundation Product Portfolios and Specifications
13.3.3 Shiseido Company Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 Shiseido Company Main Business Overview
13.3.5 Shiseido Company Latest Developments
13.4 LVMH Beauty
13.4.1 LVMH Beauty Company Information
13.4.2 LVMH Beauty Sunscreen Liquid Foundation Product Portfolios and Specifications
13.4.3 LVMH Beauty Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.4.4 LVMH Beauty Main Business Overview
13.4.5 LVMH Beauty Latest Developments
13.5 Coty Inc.
13.5.1 Coty Inc. Company Information
13.5.2 Coty Inc. Sunscreen Liquid Foundation Product Portfolios and Specifications
13.5.3 Coty Inc. Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.5.4 Coty Inc. Main Business Overview
13.5.5 Coty Inc. Latest Developments
13.6 Chanel

+357 96 030922
info@marketpublishers.com

13.6.1 Chanel Company Information
13.6.2 Chanel Sunscreen Liquid Foundation Product Portfolios and Specifications
13.6.3 Chanel Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.6.4 Chanel Main Business Overview
13.6.5 Chanel Latest Developments
13.7 Amorepacific
13.7.1 Amorepacific Company Information
13.7.2 Amorepacific Sunscreen Liquid Foundation Product Portfolios and Specifications
13.7.3 Amorepacific Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 Amorepacific Main Business Overview
13.7.5 Amorepacific Latest Developments
13.8 Kao
13.8.1 Kao Company Information
13.8.2 Kao Sunscreen Liquid Foundation Product Portfolios and Specifications
13.8.3 Kao Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.8.4 Kao Main Business Overview
13.8.5 Kao Latest Developments
13.9 Revlon
13.9.1 Revlon Company Information
13.9.2 Revlon Sunscreen Liquid Foundation Product Portfolios and Specifications
13.9.3 Revlon Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Revlon Main Business Overview
13.9.5 Revlon Latest Developments
13.10 e.l.f. Beauty
13.10.1 e.l.f. Beauty Company Information
13.10.2 e.l.f. Beauty Sunscreen Liquid Foundation Product Portfolios and Specifications
13.10.3 e.l.f. Beauty Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.10.4 e.l.f. Beauty Main Business Overview
13.10.5 e.l.f. Beauty Latest Developments
13.11 Charlotte Tilbury Beauty
13.11.1 Charlotte Tilbury Beauty Company Information
13.11.2 Charlotte Tilbury Beauty Sunscreen Liquid Foundation Product Portfolios and

+357 96 030922
info@marketpublishers.com

Specifications
13.11.3 Charlotte Tilbury Beauty Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 Charlotte Tilbury Beauty Main Business Overview
13.11.5 Charlotte Tilbury Beauty Latest Developments
13.12 Procter & Gamble (P&G)
13.12.1 Procter & Gamble (P&G) Company Information
13.12.2 Procter & Gamble (P&G) Sunscreen Liquid Foundation Product Portfolios and Specifications
13.12.3 Procter & Gamble (P&G) Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.12.4 Procter & Gamble (P&G) Main Business Overview
13.12.5 Procter & Gamble (P&G) Latest Developments
13.13 Orveon Global
13.13.1 Orveon Global Company Information
13.13.2 Orveon Global Sunscreen Liquid Foundation Product Portfolios and Specifications
13.13.3 Orveon Global Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.13.4 Orveon Global Main Business Overview
13.13.5 Orveon Global Latest Developments
13.14 Mary Kay
13.14.1 Mary Kay Company Information
13.14.2 Mary Kay Sunscreen Liquid Foundation Product Portfolios and Specifications
13.14.3 Mary Kay Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.14.4 Mary Kay Main Business Overview
13.14.5 Mary Kay Latest Developments
13.15 KOS? Corporation
13.15.1 KOS? Corporation Company Information
13.15.2 KOS? Corporation Sunscreen Liquid Foundation Product Portfolios and Specifications
13.15.3 KOS? Corporation Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.15.4 KOS? Corporation Main Business Overview
13.15.5 KOS? Corporation Latest Developments
13.16 Beiersdorf
13.16.1 Beiersdorf Company Information
13.16.2 Beiersdorf Sunscreen Liquid Foundation Product Portfolios and Specifications

+357 96 030922
info@marketpublishers.com

13.16.3 Beiersdorf Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.16.4 Beiersdorf Main Business Overview
13.16.5 Beiersdorf Latest Developments
13.17 Huaxizi
13.17.1 Huaxizi Company Information
13.17.2 Huaxizi Sunscreen Liquid Foundation Product Portfolios and Specifications
13.17.3 Huaxizi Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.17.4 Huaxizi Main Business Overview
13.17.5 Huaxizi Latest Developments
13.18 KIKO
13.18.1 KIKO Company Information
13.18.2 KIKO Sunscreen Liquid Foundation Product Portfolios and Specifications
13.18.3 KIKO Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.18.4 KIKO Main Business Overview
13.18.5 KIKO Latest Developments
13.19 Christian Dior
13.19.1 Christian Dior Company Information
13.19.2 Christian Dior Sunscreen Liquid Foundation Product Portfolios and Specifications
13.19.3 Christian Dior Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.19.4 Christian Dior Main Business Overview
13.19.5 Christian Dior Latest Developments
13.20 Walgreens Boots Alliance
13.20.1 Walgreens Boots Alliance Company Information
13.20.2 Walgreens Boots Alliance Sunscreen Liquid Foundation Product Portfolios and Specifications
13.20.3 Walgreens Boots Alliance Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.20.4 Walgreens Boots Alliance Main Business Overview
13.20.5 Walgreens Boots Alliance Latest Developments
13.21 Laura Mercier
13.21.1 Laura Mercier Company Information
13.21.2 Laura Mercier Sunscreen Liquid Foundation Product Portfolios and Specifications
13.21.3 Laura Mercier Sunscreen Liquid Foundation Sales, Revenue, Price and Gross

+357 96 030922
info@marketpublishers.com

Margin (2021-2026)
13.21.4 Laura Mercier Main Business Overview
13.21.5 Laura Mercier Latest Developments
13.22 AVON
13.22.1 AVON Company Information
13.22.2 AVON Sunscreen Liquid Foundation Product Portfolios and Specifications
13.22.3 AVON Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.22.4 AVON Main Business Overview
13.22.5 AVON Latest Developments
13.23 Elizabeth Arden
13.23.1 Elizabeth Arden Company Information
13.23.2 Elizabeth Arden Sunscreen Liquid Foundation Product Portfolios and Specifications
13.23.3 Elizabeth Arden Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.23.4 Elizabeth Arden Main Business Overview
13.23.5 Elizabeth Arden Latest Developments
13.24 Burberry
13.24.1 Burberry Company Information
13.24.2 Burberry Sunscreen Liquid Foundation Product Portfolios and Specifications
13.24.3 Burberry Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.24.4 Burberry Main Business Overview
13.24.5 Burberry Latest Developments
13.25 PROYA
13.25.1 PROYA Company Information
13.25.2 PROYA Sunscreen Liquid Foundation Product Portfolios and Specifications
13.25.3 PROYA Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.25.4 PROYA Main Business Overview
13.25.5 PROYA Latest Developments
13.26 MAOGEPING
13.26.1 MAOGEPING Company Information
13.26.2 MAOGEPING Sunscreen Liquid Foundation Product Portfolios and Specifications
13.26.3 MAOGEPING Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.26.4 MAOGEPING Main Business Overview

+357 96 030922
info@marketpublishers.com

13.26.5 MAOGEPING Latest Developments
13.27 Carslan
13.27.1 Carslan Company Information
13.27.2 Carslan Sunscreen Liquid Foundation Product Portfolios and Specifications
13.27.3 Carslan Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.27.4 Carslan Main Business Overview
13.27.5 Carslan Latest Developments
13.28 Perfect Diary
13.28.1 Perfect Diary Company Information
13.28.2 Perfect Diary Sunscreen Liquid Foundation Product Portfolios and Specifications
13.28.3 Perfect Diary Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.28.4 Perfect Diary Main Business Overview
13.28.5 Perfect Diary Latest Developments
13.29 Marie Dalgar
13.29.1 Marie Dalgar Company Information
13.29.2 Marie Dalgar Sunscreen Liquid Foundation Product Portfolios and Specifications
13.29.3 Marie Dalgar Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.29.4 Marie Dalgar Main Business Overview
13.29.5 Marie Dalgar Latest Developments
13.30 CHANDO
13.30.1 CHANDO Company Information
13.30.2 CHANDO Sunscreen Liquid Foundation Product Portfolios and Specifications
13.30.3 CHANDO Sunscreen Liquid Foundation Sales, Revenue, Price and Gross Margin (2021-2026)
13.30.4 CHANDO Main Business Overview
13.30.5 CHANDO Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Sunscreen Liquid Foundation Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. Sunscreen Liquid Foundation Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of SPF15
Table 4. Major Players of SPF30
Table 5. Major Players of SPF50
Table 6. Major Players of SPF50+
Table 7. Global Sunscreen Liquid Foundation Sales by Type (2021-2026) & (K Units)
Table 8. Global Sunscreen Liquid Foundation Sales Market Share by Type (2021-2026)
Table 9. Global Sunscreen Liquid Foundation Revenue by Type (2021-2026) & ($ million)
Table 10. Global Sunscreen Liquid Foundation Revenue Market Share by Type (2021-2026)
Table 11. Global Sunscreen Liquid Foundation Sale Price by Type (2021-2026) & (US$/Unit)
Table 12. Major Players of Light Coverage
Table 13. Major Players of Medium Coverage
Table 14. Major Players of High Coverage
Table 15. Global Sunscreen Liquid Foundation Sales by Coverage (2021-2026) & (K Units)
Table 16. Global Sunscreen Liquid Foundation Sales Market Share by Coverage (2021-2026)
Table 17. Global Sunscreen Liquid Foundation Revenue by Coverage (2021-2026) & ($ million)
Table 18. Global Sunscreen Liquid Foundation Revenue Market Share by Coverage (2021-2026)
Table 19. Global Sunscreen Liquid Foundation Sale Price by Coverage (2021-2026) & (US$/Unit)
Table 20. Major Players of Organic Sunscreen
Table 21. Major Players of Mineral Sunscreen
Table 22. Major Players of Hybrid Sunscreen
Table 23. Global Sunscreen Liquid Foundation Sales by Types of Sunscreen Agents (2021-2026) & (K Units)
Table 24. Global Sunscreen Liquid Foundation Sales Market Share by Types of

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Sunscreen Agents (2021-2026)
Table 25. Global Sunscreen Liquid Foundation Revenue by Types of Sunscreen Agents (2021-2026) & ($ million)
Table 26. Global Sunscreen Liquid Foundation Revenue Market Share by Types of Sunscreen Agents (2021-2026)
Table 27. Global Sunscreen Liquid Foundation Sale Price by Types of Sunscreen Agents (2021-2026) & (US$/Unit)
Table 28. Global Sunscreen Liquid Foundation Sale by Application (2021-2026) & (K Units)
Table 29. Global Sunscreen Liquid Foundation Sale Market Share by Application (2021-2026)
Table 30. Global Sunscreen Liquid Foundation Revenue by Application (2021-2026) & ($ million)
Table 31. Global Sunscreen Liquid Foundation Revenue Market Share by Application (2021-2026)
Table 32. Global Sunscreen Liquid Foundation Sale Price by Application (2021-2026) & (US$/Unit)
Table 33. Global Sunscreen Liquid Foundation Sales by Company (2021-2026) & (K Units)
Table 34. Global Sunscreen Liquid Foundation Sales Market Share by Company (2021-2026)
Table 35. Global Sunscreen Liquid Foundation Revenue by Company (2021-2026) & ($ millions)
Table 36. Global Sunscreen Liquid Foundation Revenue Market Share by Company (2021-2026)
Table 37. Global Sunscreen Liquid Foundation Sale Price by Company (2021-2026) & (US$/Unit)
Table 38. Key Manufacturers Sunscreen Liquid Foundation Producing Area Distribution and Sales Area
Table 39. Players Sunscreen Liquid Foundation Products Offered
Table 40. Sunscreen Liquid Foundation Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 41. New Products and Potential Entrants
Table 42. Market M&A Activity & Strategy
Table 43. Global Sunscreen Liquid Foundation Sales by Geographic Region (2021-2026) & (K Units)
Table 44. Global Sunscreen Liquid Foundation Sales Market Share Geographic Region (2021-2026)
Table 45. Global Sunscreen Liquid Foundation Revenue by Geographic Region

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(2021-2026) & ($ millions)
Table 46. Global Sunscreen Liquid Foundation Revenue Market Share by Geographic Region (2021-2026)
Table 47. Global Sunscreen Liquid Foundation Sales by Country/Region (2021-2026) & (K Units)
Table 48. Global Sunscreen Liquid Foundation Sales Market Share by Country/Region (2021-2026)
Table 49. Global Sunscreen Liquid Foundation Revenue by Country/Region (2021-2026) & ($ millions)
Table 50. Global Sunscreen Liquid Foundation Revenue Market Share by Country/Region (2021-2026)
Table 51. Americas Sunscreen Liquid Foundation Sales by Country (2021-2026) & (K Units)
Table 52. Americas Sunscreen Liquid Foundation Sales Market Share by Country (2021-2026)
Table 53. Americas Sunscreen Liquid Foundation Revenue by Country (2021-2026) & ($ millions)
Table 54. Americas Sunscreen Liquid Foundation Sales by Type (2021-2026) & (K Units)
Table 55. Americas Sunscreen Liquid Foundation Sales by Application (2021-2026) & (K Units)
Table 56. APAC Sunscreen Liquid Foundation Sales by Region (2021-2026) & (K Units)
Table 57. APAC Sunscreen Liquid Foundation Sales Market Share by Region (2021-2026)
Table 58. APAC Sunscreen Liquid Foundation Revenue by Region (2021-2026) & ($ millions)
Table 59. APAC Sunscreen Liquid Foundation Sales by Type (2021-2026) & (K Units)
Table 60. APAC Sunscreen Liquid Foundation Sales by Application (2021-2026) & (K Units)
Table 61. Europe Sunscreen Liquid Foundation Sales by Country (2021-2026) & (K Units)
Table 62. Europe Sunscreen Liquid Foundation Revenue by Country (2021-2026) & ($ millions)
Table 63. Europe Sunscreen Liquid Foundation Sales by Type (2021-2026) & (K Units)
Table 64. Europe Sunscreen Liquid Foundation Sales by Application (2021-2026) & (K Units)
Table 65. Middle East & Africa Sunscreen Liquid Foundation Sales by Country (2021-2026) & (K Units)
Table 66. Middle East & Africa Sunscreen Liquid Foundation Revenue Market Share by

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Country (2021-2026)
Table 67. Middle East & Africa Sunscreen Liquid Foundation Sales by Type (2021-2026) & (K Units)
Table 68. Middle East & Africa Sunscreen Liquid Foundation Sales by Application (2021-2026) & (K Units)
Table 69. Key Market Drivers & Growth Opportunities of Sunscreen Liquid Foundation
Table 70. Key Market Challenges & Risks of Sunscreen Liquid Foundation
Table 71. Key Industry Trends of Sunscreen Liquid Foundation
Table 72. Sunscreen Liquid Foundation Raw Material
Table 73. Key Suppliers of Raw Materials
Table 74. Sunscreen Liquid Foundation Distributors List
Table 75. Sunscreen Liquid Foundation Customer List
Table 76. Global Sunscreen Liquid Foundation Sales Forecast by Region (2027-2032) & (K Units)
Table 77. Global Sunscreen Liquid Foundation Revenue Forecast by Region (2027-2032) & ($ millions)
Table 78. Americas Sunscreen Liquid Foundation Sales Forecast by Country (2027-2032) & (K Units)
Table 79. Americas Sunscreen Liquid Foundation Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 80. APAC Sunscreen Liquid Foundation Sales Forecast by Region (2027-2032) & (K Units)
Table 81. APAC Sunscreen Liquid Foundation Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 82. Europe Sunscreen Liquid Foundation Sales Forecast by Country (2027-2032) & (K Units)
Table 83. Europe Sunscreen Liquid Foundation Revenue Forecast by Country (2027-2032) & ($ millions)
Table 84. Middle East & Africa Sunscreen Liquid Foundation Sales Forecast by Country (2027-2032) & (K Units)
Table 85. Middle East & Africa Sunscreen Liquid Foundation Revenue Forecast by Country (2027-2032) & ($ millions)
Table 86. Global Sunscreen Liquid Foundation Sales Forecast by Type (2027-2032) & (K Units)
Table 87. Global Sunscreen Liquid Foundation Revenue Forecast by Type (2027-2032) & ($ millions)
Table 88. Global Sunscreen Liquid Foundation Sales Forecast by Application (2027-2032) & (K Units)
Table 89. Global Sunscreen Liquid Foundation Revenue Forecast by Application

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(2027-2032) & ($ millions)
Table 90. L'OR?AL Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 91. L'OR?AL Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 92. L'OR?AL Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 93. L'OR?AL Main Business
Table 94. L'OR?AL Latest Developments
Table 95. Est?e Lauder Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 96. Est?e Lauder Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 97. Est?e Lauder Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 98. Est?e Lauder Main Business
Table 99. Est?e Lauder Latest Developments
Table 100. Shiseido Company Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 101. Shiseido Company Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 102. Shiseido Company Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 103. Shiseido Company Main Business
Table 104. Shiseido Company Latest Developments
Table 105. LVMH Beauty Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 106. LVMH Beauty Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 107. LVMH Beauty Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 108. LVMH Beauty Main Business
Table 109. LVMH Beauty Latest Developments
Table 110. Coty Inc. Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 111. Coty Inc. Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 112. Coty Inc. Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 113. Coty Inc. Main Business
Table 114. Coty Inc. Latest Developments

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Table 115. Chanel Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 116. Chanel Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 117. Chanel Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 118. Chanel Main Business
Table 119. Chanel Latest Developments
Table 120. Amorepacific Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 121. Amorepacific Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 122. Amorepacific Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 123. Amorepacific Main Business
Table 124. Amorepacific Latest Developments
Table 125. Kao Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 126. Kao Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 127. Kao Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 128. Kao Main Business
Table 129. Kao Latest Developments
Table 130. Revlon Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 131. Revlon Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 132. Revlon Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 133. Revlon Main Business
Table 134. Revlon Latest Developments
Table 135. e.l.f. Beauty Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 136. e.l.f. Beauty Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 137. e.l.f. Beauty Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 138. e.l.f. Beauty Main Business
Table 139. e.l.f. Beauty Latest Developments
Table 140. Charlotte Tilbury Beauty Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors

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Table 141. Charlotte Tilbury Beauty Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 142. Charlotte Tilbury Beauty Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 143. Charlotte Tilbury Beauty Main Business
Table 144. Charlotte Tilbury Beauty Latest Developments
Table 145. Procter & Gamble (P&G) Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 146. Procter & Gamble (P&G) Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 147. Procter & Gamble (P&G) Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 148. Procter & Gamble (P&G) Main Business
Table 149. Procter & Gamble (P&G) Latest Developments
Table 150. Orveon Global Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 151. Orveon Global Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 152. Orveon Global Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 153. Orveon Global Main Business
Table 154. Orveon Global Latest Developments
Table 155. Mary Kay Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 156. Mary Kay Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 157. Mary Kay Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 158. Mary Kay Main Business
Table 159. Mary Kay Latest Developments
Table 160. KOS? Corporation Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 161. KOS? Corporation Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 162. KOS? Corporation Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 163. KOS? Corporation Main Business
Table 164. KOS? Corporation Latest Developments
Table 165. Beiersdorf Basic Information, Sunscreen Liquid Foundation Manufacturing

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Base, Sales Area and Its Competitors
Table 166. Beiersdorf Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 167. Beiersdorf Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 168. Beiersdorf Main Business
Table 169. Beiersdorf Latest Developments
Table 170. Huaxizi Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 171. Huaxizi Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 172. Huaxizi Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 173. Huaxizi Main Business
Table 174. Huaxizi Latest Developments
Table 175. KIKO Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 176. KIKO Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 177. KIKO Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 178. KIKO Main Business
Table 179. KIKO Latest Developments
Table 180. Christian Dior Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 181. Christian Dior Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 182. Christian Dior Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 183. Christian Dior Main Business
Table 184. Christian Dior Latest Developments
Table 185. Walgreens Boots Alliance Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 186. Walgreens Boots Alliance Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 187. Walgreens Boots Alliance Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 188. Walgreens Boots Alliance Main Business
Table 189. Walgreens Boots Alliance Latest Developments
Table 190. Laura Mercier Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors

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Table 191. Laura Mercier Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 192. Laura Mercier Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 193. Laura Mercier Main Business
Table 194. Laura Mercier Latest Developments
Table 195. AVON Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 196. AVON Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 197. AVON Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 198. AVON Main Business
Table 199. AVON Latest Developments
Table 200. Elizabeth Arden Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 201. Elizabeth Arden Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 202. Elizabeth Arden Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 203. Elizabeth Arden Main Business
Table 204. Elizabeth Arden Latest Developments
Table 205. Burberry Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 206. Burberry Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 207. Burberry Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 208. Burberry Main Business
Table 209. Burberry Latest Developments
Table 210. PROYA Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 211. PROYA Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 212. PROYA Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 213. PROYA Main Business
Table 214. PROYA Latest Developments
Table 215. MAOGEPING Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 216. MAOGEPING Sunscreen Liquid Foundation Product Portfolios and Specifications

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Table 217. MAOGEPING Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 218. MAOGEPING Main Business
Table 219. MAOGEPING Latest Developments
Table 220. Carslan Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 221. Carslan Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 222. Carslan Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 223. Carslan Main Business
Table 224. Carslan Latest Developments
Table 225. Perfect Diary Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 226. Perfect Diary Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 227. Perfect Diary Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 228. Perfect Diary Main Business
Table 229. Perfect Diary Latest Developments
Table 230. Marie Dalgar Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 231. Marie Dalgar Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 232. Marie Dalgar Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 233. Marie Dalgar Main Business
Table 234. Marie Dalgar Latest Developments
Table 235. CHANDO Basic Information, Sunscreen Liquid Foundation Manufacturing Base, Sales Area and Its Competitors
Table 236. CHANDO Sunscreen Liquid Foundation Product Portfolios and Specifications
Table 237. CHANDO Sunscreen Liquid Foundation Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 238. CHANDO Main Business
Table 239. CHANDO Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Sunscreen Liquid Foundation
Figure 2. Sunscreen Liquid Foundation Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Sunscreen Liquid Foundation Sales Growth Rate 2021-2032 (K Units)
Figure 7. Global Sunscreen Liquid Foundation Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. Sunscreen Liquid Foundation Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. Sunscreen Liquid Foundation Sales Market Share by Country/Region (2025)
Figure 10. Sunscreen Liquid Foundation Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of SPF15
Figure 12. Product Picture of SPF30
Figure 13. Product Picture of SPF50
Figure 14. Product Picture of SPF50+
Figure 15. Global Sunscreen Liquid Foundation Sales Market Share by Type in 2026
Figure 16. Global Sunscreen Liquid Foundation Revenue Market Share by Type (2021-2026)
Figure 17. Product Picture of Light Coverage
Figure 18. Product Picture of Medium Coverage
Figure 19. Product Picture of High Coverage
Figure 20. Global Sunscreen Liquid Foundation Sales Market Share by Coverage in 2026
Figure 21. Global Sunscreen Liquid Foundation Revenue Market Share by Coverage (2021-2026)
Figure 22. Product Picture of Organic Sunscreen
Figure 23. Product Picture of Mineral Sunscreen
Figure 24. Product Picture of Hybrid Sunscreen
Figure 25. Global Sunscreen Liquid Foundation Sales Market Share by Types of Sunscreen Agents in 2026
Figure 26. Global Sunscreen Liquid Foundation Revenue Market Share by Types of Sunscreen Agents (2021-2026)
Figure 27. Sunscreen Liquid Foundation Consumed in Online Sales

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Figure 28. Global Sunscreen Liquid Foundation Market: Online Sales (2021-2026) & (K Units)
Figure 29. Sunscreen Liquid Foundation Consumed in Offline Sales
Figure 30. Global Sunscreen Liquid Foundation Market: Offline Sales (2021-2026) & (K Units)
Figure 31. Global Sunscreen Liquid Foundation Sale Market Share by Application (2025)
Figure 32. Global Sunscreen Liquid Foundation Revenue Market Share by Application in 2025
Figure 33. Sunscreen Liquid Foundation Sales by Company in 2025 (K Units)
Figure 34. Global Sunscreen Liquid Foundation Sales Market Share by Company in 2025
Figure 35. Sunscreen Liquid Foundation Revenue by Company in 2025 ($ millions)
Figure 36. Global Sunscreen Liquid Foundation Revenue Market Share by Company in 2025
Figure 37. Global Sunscreen Liquid Foundation Sales Market Share by Geographic Region (2021-2026)
Figure 38. Global Sunscreen Liquid Foundation Revenue Market Share by Geographic Region in 2025
Figure 39. Americas Sunscreen Liquid Foundation Sales 2021-2026 (K Units)
Figure 40. Americas Sunscreen Liquid Foundation Revenue 2021-2026 ($ millions)
Figure 41. APAC Sunscreen Liquid Foundation Sales 2021-2026 (K Units)
Figure 42. APAC Sunscreen Liquid Foundation Revenue 2021-2026 ($ millions)
Figure 43. Europe Sunscreen Liquid Foundation Sales 2021-2026 (K Units)
Figure 44. Europe Sunscreen Liquid Foundation Revenue 2021-2026 ($ millions)
Figure 45. Middle East & Africa Sunscreen Liquid Foundation Sales 2021-2026 (K Units)
Figure 46. Middle East & Africa Sunscreen Liquid Foundation Revenue 2021-2026 ($ millions)
Figure 47. Americas Sunscreen Liquid Foundation Sales Market Share by Country in 2025
Figure 48. Americas Sunscreen Liquid Foundation Revenue Market Share by Country (2021-2026)
Figure 49. Americas Sunscreen Liquid Foundation Sales Market Share by Type (2021-2026)
Figure 50. Americas Sunscreen Liquid Foundation Sales Market Share by Application (2021-2026)
Figure 51. United States Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)

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Figure 52. Canada Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 53. Mexico Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 54. Brazil Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 55. APAC Sunscreen Liquid Foundation Sales Market Share by Region in 2025
Figure 56. APAC Sunscreen Liquid Foundation Revenue Market Share by Region (2021-2026)
Figure 57. APAC Sunscreen Liquid Foundation Sales Market Share by Type (2021-2026)
Figure 58. APAC Sunscreen Liquid Foundation Sales Market Share by Application (2021-2026)
Figure 59. China Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 60. Japan Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 61. South Korea Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 62. Southeast Asia Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 63. India Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 64. Australia Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 65. China Taiwan Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 66. Europe Sunscreen Liquid Foundation Sales Market Share by Country in 2025
Figure 67. Europe Sunscreen Liquid Foundation Revenue Market Share by Country (2021-2026)
Figure 68. Europe Sunscreen Liquid Foundation Sales Market Share by Type (2021-2026)
Figure 69. Europe Sunscreen Liquid Foundation Sales Market Share by Application (2021-2026)
Figure 70. Germany Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 71. France Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 72. UK Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 73. Italy Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 74. Russia Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)

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Figure 75. Middle East & Africa Sunscreen Liquid Foundation Sales Market Share by Country (2021-2026)
Figure 76. Middle East & Africa Sunscreen Liquid Foundation Sales Market Share by Type (2021-2026)
Figure 77. Middle East & Africa Sunscreen Liquid Foundation Sales Market Share by Application (2021-2026)
Figure 78. Egypt Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 79. South Africa Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 80. Israel Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 81. Turkey Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 82. GCC Countries Sunscreen Liquid Foundation Revenue Growth 2021-2026 ($ millions)
Figure 83. Manufacturing Cost Structure Analysis of Sunscreen Liquid Foundation in 2026
Figure 84. Manufacturing Process Analysis of Sunscreen Liquid Foundation
Figure 85. Industry Chain Structure of Sunscreen Liquid Foundation
Figure 86. Channels of Distribution
Figure 87. Global Sunscreen Liquid Foundation Sales Market Forecast by Region (2027-2032)
Figure 88. Global Sunscreen Liquid Foundation Revenue Market Share Forecast by Region (2027-2032)
Figure 89. Global Sunscreen Liquid Foundation Sales Market Share Forecast by Type (2027-2032)
Figure 90. Global Sunscreen Liquid Foundation Revenue Market Share Forecast by Type (2027-2032)
Figure 91. Global Sunscreen Liquid Foundation Sales Market Share Forecast by Application (2027-2032)
Figure 92. Global Sunscreen Liquid Foundation Revenue Market Share Forecast by Application (2027-2032)

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