

# Australia Make-Up Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

Australia Make-Up Market @Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Make-Up in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The make-up market consists of retail sales of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up segment consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2021 exchange rates.

The Australian make-up market had total revenues of \$799.1m in 2021, representing a compound annual growth rate (CAGR) of 2.1% between 2016 and 2021.

Market consumption volume increased with a CAGR of 0.2% between 2016 and

2021, to reach a total of 61.3 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.6% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$1,001.3m by the end of 2026.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in Australia

Leading company profiles reveal details of key make-up market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia make-up market with five year forecasts

## REASONS TO BUY

What was the size of the Australia make-up market by value in 2021?

What will be the size of the Australia make-up market in 2026?

What factors are affecting the strength of competition in the Australia make-up market?

How has the market performed over the last five years?

What are the main segments that make up Australia's make-up market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Australian make-up market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2016-2021)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. The Estee Lauder Companies Inc
- 8.2. L'Oreal SA
- 8.3. Revlon Inc
- 8.4. Coty Inc.

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Australia make-up market value: \$ million, 2016-21
- Table 2: Australia make-up market volume: million units, 2016-21
- Table 3: Australia make-up market category segmentation: % share, by value, 2016-2021
- Table 4: Australia make-up market category segmentation: \$ million, 2016-2021
- Table 5: Australia make-up market geography segmentation: \$ million, 2021
- Table 6: Australia make-up market distribution: % share, by value, 2021
- Table 7: Australia make-up market value forecast: \$ million, 2021-26
- Table 8: Australia make-up market volume forecast: million units, 2021-26
- Table 9: Australia make-up market share: % share, by value, 2021
- Table 10: The Estee Lauder Companies Inc: key facts
- Table 11: The Estee Lauder Companies Inc: Annual Financial Ratios
- Table 12: The Estee Lauder Companies Inc: Key Employees
- Table 13: The Estee Lauder Companies Inc: Key Employees Continued
- Table 14: L'Oreal SA: key facts
- Table 15: L'Oreal SA: Annual Financial Ratios
- Table 16: L'Oreal SA: Key Employees
- Table 17: L'Oreal SA: Key Employees Continued
- Table 18: Revlon Inc: key facts
- Table 19: Revlon Inc: Annual Financial Ratios
- Table 20: Revlon Inc: Key Employees
- Table 21: Coty Inc.: key facts
- Table 22: Coty Inc.: Annual Financial Ratios
- Table 23: Coty Inc.: Key Employees
- Table 24: Coty Inc.: Key Employees Continued
- Table 25: Australia size of population (million), 2017-21
- Table 26: Australia gdp (constant 2005 prices, \$ billion), 2017-21
- Table 27: Australia gdp (current prices, \$ billion), 2017-21
- Table 28: Australia inflation, 2017-21
- Table 29: Australia consumer price index (absolute), 2017-21
- Table 30: Australia exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

- Figure 1: Australia make-up market value: \$ million, 2016-21
- Figure 2: Australia make-up market volume: million units, 2016-21
- Figure 3: Australia make-up market category segmentation: \$ million, 2016-2021
- Figure 4: Australia make-up market geography segmentation: % share, by value, 2021
- Figure 5: Australia make-up market distribution: % share, by value, 2021
- Figure 6: Australia make-up market value forecast: \$ million, 2021-26
- Figure 7: Australia make-up market volume forecast: million units, 2021-26
- Figure 8: Forces driving competition in the make-up market in Australia, 2021
- Figure 9: Drivers of buyer power in the make-up market in Australia, 2021
- Figure 10: Drivers of supplier power in the make-up market in Australia, 2021
- Figure 11: Factors influencing the likelihood of new entrants in the make-up market in Australia, 2021
- Figure 12: Factors influencing the threat of substitutes in the make-up market in Australia, 2021
- Figure 13: Drivers of degree of rivalry in the make-up market in Australia, 2021
- Figure 14: Australia make-up market share: % share, by value, 2021

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