

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

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## Abstracts

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

### SUMMARY

Make-Up in France industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 French make-up market had total revenues of \$1,786.3m in 2021, representing a compound annual growth rate (CAGR) of -0.3% between 2016 and 2021.

Market consumption volumes declined with a CAGR of -1.5% between 2016 and

2021, to reach a total of 121 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.8% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$2,047.5m 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 France

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

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 France make-up market with five year forecasts by both value and volume

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in France'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 French 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. L'Oreal SA
- 8.2. LVMH Moët Hennessy Louis Vuitton SA
- 8.3. Chanel S.A.

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: France make-up market value: \$ million, 2016-21

Table 2: France make-up market volume: million units, 2016-21

Table 3: France make-up market category segmentation: % share, by value, 2016-2021

Table 4: France make-up market category segmentation: \$ million, 2016-2021

Table 5: France make-up market geography segmentation: \$ million, 2021

Table 6: France make-up market distribution: % share, by value, 2021

Table 7: France make-up market value forecast: \$ million, 2021-26

Table 8: France make-up market volume forecast: million units, 2021-26

Table 9: France make-up market share: % share, by value, 2021

Table 10: L'Oreal SA: key facts

Table 11: L'Oreal SA: Annual Financial Ratios

Table 12: L'Oreal SA: Key Employees

Table 13: L'Oreal SA: Key Employees Continued

Table 14: LVMH Moet Hennessy Louis Vuitton SA: key facts

Table 15: LVMH Moet Hennessy Louis Vuitton SA: Annual Financial Ratios

Table 16: LVMH Moet Hennessy Louis Vuitton SA: Key Employees

Table 17: LVMH Moet Hennessy Louis Vuitton SA: Key Employees Continued

Table 18: Chanel S.A.: key facts

Table 19: Chanel S.A.: Key Employees

Table 20: France size of population (million), 2017-21

Table 21: France gdp (constant 2005 prices, \$ billion), 2017-21

Table 22: France gdp (current prices, \$ billion), 2017-21

Table 23: France inflation, 2017-21

Table 24: France consumer price index (absolute), 2017-21

Table 25: France exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

Figure 1: France make-up market value: \$ million, 2016-21

Figure 2: France make-up market volume: million units, 2016-21

Figure 3: France make-up market category segmentation: \$ million, 2016-2021

Figure 4: France make-up market geography segmentation: % share, by value, 2021

Figure 5: France make-up market distribution: % share, by value, 2021

Figure 6: France make-up market value forecast: \$ million, 2021-26

Figure 7: France make-up market volume forecast: million units, 2021-26

Figure 8: Forces driving competition in the make-up market in France, 2021

Figure 9: Drivers of buyer power in the make-up market in France, 2021

Figure 10: Drivers of supplier power in the make-up market in France, 2021

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in France, 2021

Figure 12: Factors influencing the threat of substitutes in the make-up market in France, 2021

Figure 13: Drivers of degree of rivalry in the make-up market in France, 2021

Figure 14: France make-up market share: % share, by value, 2021

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