

Germany Make-Up Market to 2027

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Abstracts

Germany Make-Up Market to 2027

Summary

Make-Up in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). 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 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 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 2022 exchange rates.

The German Make-Up market had total revenues of \$2,538.8 million in 2022, representing a compound annual growth rate (CAGR) of 2.8% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.7% between 2017 and 2022, to reach a total of 266.4 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.2% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$3,121.5 million by the end of 2027.

Scope

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

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

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

Reasons to Buy

What was the size of the Germany make-up market by value in 2022?

What will be the size of the Germany make-up market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up Germany'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 German make-up market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered in the last 5 years (2017-2022)?
- 7.5. What are the most popular brands in the German make-up market?

8 COMPANY PROFILES

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

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: Germany make-up market value: \$ million, 2017–22
- Table 2: Germany make-up market volume: million units, 2017–22
- Table 3: Germany make-up market category segmentation: % share, by value, 2017–2022
- Table 4: Germany make-up market category segmentation: \$ million, 2017-2022
- Table 5: Germany make-up market geography segmentation: \$ million, 2022
- Table 6: Germany make-up market distribution: % share, by value, 2022
- Table 7: Germany make-up market value forecast: \$ million, 2022–27
- Table 8: Germany make-up market volume forecast: million units, 2022–27
- Table 9: Germany make-up market share: % share, by value, 2022
- 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: Cosnova GmbH: key facts
- Table 15: Cosnova GmbH: Key Employees
- Table 16: The Estee Lauder Companies Inc: key facts
- Table 17: The Estee Lauder Companies Inc: Annual Financial Ratios
- Table 18: The Estee Lauder Companies Inc: Key Employees
- Table 19: The Estee Lauder Companies Inc: Key Employees Continued
- Table 20: Coty Inc.: key facts
- Table 21: Coty Inc.: Annual Financial Ratios
- Table 22: Coty Inc.: Key Employees
- Table 23: Coty Inc.: Key Employees Continued
- Table 24: Germany size of population (million), 2018–22
- Table 25: Germany gdp (constant 2005 prices, \$ billion), 2018–22
- Table 26: Germany gdp (current prices, \$ billion), 2018–22
- Table 27: Germany inflation, 2018–22
- Table 28: Germany consumer price index (absolute), 2018–22
- Table 29: Germany exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Germany make-up market value: \$ million, 2017–22

Figure 2: Germany make-up market volume: million units, 2017–22

Figure 3: Germany make-up market category segmentation: \$ million, 2017-2022

Figure 4: Germany make-up market geography segmentation: % share, by value, 2022

Figure 5: Germany make-up market distribution: % share, by value, 2022

Figure 6: Germany make-up market value forecast: \$ million, 2022–27

Figure 7: Germany make-up market volume forecast: million units, 2022–27

Figure 8: Forces driving competition in the make-up market in Germany, 2022

Figure 9: Drivers of buyer power in the make-up market in Germany, 2022

Figure 10: Drivers of supplier power in the make-up market in Germany, 2022

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in Germany, 2022

Figure 12: Factors influencing the threat of substitutes in the make-up market in Germany, 2022

Figure 13: Drivers of degree of rivalry in the make-up market in Germany, 2022

Figure 14: Germany make-up market share: % share, by value, 2022

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