

# Make-Up Global Industry Guide 2015-2024

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## Abstracts

Make-Up Global Industry Guide 2015-2024

### SUMMARY

Global Make-up industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 face make-up, eye make-up, lip make-up and nail make-up. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The global make-up market had total revenues of \$55.6bn in 2019, representing a compound annual growth rate (CAGR) of 5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.8% between 2015 and 2019, to reach a total of 6,448.3 million units in 2019.

Increasing disposable income and rapid urbanization are the primary factors supporting the growth of this market.

### SCOPE

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

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

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

## **REASONS TO BUY**

What was the size of the global make-up market by value in 2019?

What will be the size of the global make-up market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in the global 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. Competitive Landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL MAKE-UP**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators

### **4 MAKE-UP IN ASIA-PACIFIC**

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

### **5 MAKE-UP IN EUROPE**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators

## **6 MAKE-UP IN FRANCE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators

## **7 MAKE-UP IN GERMANY**

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis
- 7.6. Macroeconomic Indicators

## **8 MAKE-UP IN ITALY**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

## **9 MAKE-UP IN JAPAN**

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation

- 9.4. Market outlook
- 9.5. Five forces analysis
- 9.6. Macroeconomic Indicators

## **10 MAKE-UP IN AUSTRALIA**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

## **11 MAKE-UP IN CANADA**

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators

## **12 MAKE-UP IN CHINA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators

## **13 MAKE-UP IN THE NETHERLANDS**

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators

## **14 MAKE-UP IN SPAIN**

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 14.6. Macroeconomic Indicators

## **15 MAKE-UP IN THE UNITED KINGDOM**

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators

## **16 MAKE-UP IN THE UNITED STATES**

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 16.6. Macroeconomic Indicators

## **17 COMPANY PROFILES**

- 17.1. L'Oreal SA
- 17.2. The Estee Lauder Companies Inc
- 17.3. Coty Inc.
- 17.4. Shiseido Company, Limited
- 17.5. Kao Corporation
- 17.6. Chanel S.A.
- 17.7. LVMH Moët Hennessy Louis Vuitton SA
- 17.8. Cosnova GmbH
- 17.9. KIKO SpA

17.10. Kao Corporation

17.11. Amorepacific Corp

## **18 APPENDIX**

18.1. Methodology

18.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Global make-up market value: \$ million, 2015–19
Table 2: Global make-up market volume: million units, 2015–19
Table 3: Global make-up market category segmentation: \$ million, 2019
Table 4: Global make-up market geography segmentation: \$ million, 2019
Table 5: Global make-up market share: % share, by value, 2019
Table 6: Global make-up market distribution: % share, by value, 2019
Table 7: Global make-up market value forecast: \$ million, 2019–24
Table 8: Global make-up market volume forecast: million units, 2019–24
Table 9: Global size of population (million), 2015–19
Table 10: Global gdp (constant 2005 prices, \$ billion), 2015–19
Table 11: Global gdp (current prices, \$ billion), 2015–19
Table 12: Global inflation, 2015–19
Table 13: Global consumer price index (absolute), 2015–19
Table 14: Global exchange rate, 2015–19
Table 15: Asia-Pacific make-up market value: \$ million, 2015–19
Table 16: Asia-Pacific make-up market volume: million units, 2015–19
Table 17: Asia-Pacific make-up market category segmentation: \$ million, 2019
Table 18: Asia-Pacific make-up market geography segmentation: \$ million, 2019
Table 19: Asia-Pacific make-up market share: % share, by value, 2019
Table 20: Asia-Pacific make-up market distribution: % share, by value, 2019
Table 21: Asia-Pacific make-up market value forecast: \$ million, 2019–24
Table 22: Asia-Pacific make-up market volume forecast: million units, 2019–24
Table 23: Europe make-up market value: \$ million, 2015–19
Table 24: Europe make-up market volume: million units, 2015–19
Table 25: Europe make-up market category segmentation: \$ million, 2019
Table 26: Europe make-up market geography segmentation: \$ million, 2019
Table 27: Europe make-up market share: % share, by value, 2019
Table 28: Europe make-up market distribution: % share, by value, 2019
Table 29: Europe make-up market value forecast: \$ million, 2019–24
Table 30: Europe make-up market volume forecast: million units, 2019–24
Table 31: Europe size of population (million), 2015–19
Table 32: Europe gdp (constant 2005 prices, \$ billion), 2015–19
Table 33: Europe gdp (current prices, \$ billion), 2015–19
Table 34: Europe inflation, 2015–19
Table 35: Europe consumer price index (absolute), 2015–19



Table 36: Europe exchange rate, 2015–19
Table 37: France make-up market value: \$ million, 2015–19
Table 38: France make-up market volume: million units, 2015–19
Table 39: France make-up market category segmentation: \$ million, 2019
Table 40: France make-up market geography segmentation: \$ million, 2019
Table 41: France make-up market share: % share, by value, 2019
Table 42: France make-up market distribution: % share, by value, 2019
Table 43: France make-up market value forecast: \$ million, 2019–24
Table 44: France make-up market volume forecast: million units, 2019–24
Table 45: France size of population (million), 2015–19
Table 46: France gdp (constant 2005 prices, \$ billion), 2015–19
Table 47: France gdp (current prices, \$ billion), 2015–19
Table 48: France inflation, 2015–19
Table 49: France consumer price index (absolute), 2015–19
Table 50: France exchange rate, 2015–19

## List Of Figures

### LIST OF FIGURES

Figure 1: Global make-up market value: \$ million, 2015–19

Figure 2: Global make-up market volume: million units, 2015–19

Figure 3: Global make-up market category segmentation: % share, by value, 2019

Figure 4: Global make-up market geography segmentation: % share, by value, 2019

Figure 5: Global make-up market share: % share, by value, 2019

Figure 6: Global make-up market distribution: % share, by value, 2019

Figure 7: Global make-up market value forecast: \$ million, 2019–24

Figure 8: Global make-up market volume forecast: million units, 2019–24

Figure 9: Forces driving competition in the global make-up market, 2019

Figure 10: Drivers of buyer power in the global make-up market, 2019

Figure 11: Drivers of supplier power in the global make-up market, 2019

Figure 12: Factors influencing the likelihood of new entrants in the global make-up market, 2019

Figure 13: Factors influencing the threat of substitutes in the global make-up market, 2019

Figure 14: Drivers of degree of rivalry in the global make-up market, 2019

Figure 15: Asia-Pacific make-up market value: \$ million, 2015–19

Figure 16: Asia-Pacific make-up market volume: million units, 2015–19

Figure 17: Asia-Pacific make-up market category segmentation: % share, by value, 2019

Figure 18: Asia-Pacific make-up market geography segmentation: % share, by value, 2019

Figure 19: Asia-Pacific make-up market share: % share, by value, 2019

Figure 20: Asia-Pacific make-up market distribution: % share, by value, 2019

Figure 21: Asia-Pacific make-up market value forecast: \$ million, 2019–24

Figure 22: Asia-Pacific make-up market volume forecast: million units, 2019–24

Figure 23: Forces driving competition in the make-up market in Asia-Pacific, 2019

Figure 24: Drivers of buyer power in the make-up market in Asia-Pacific, 2019

Figure 25: Drivers of supplier power in the make-up market in Asia-Pacific, 2019

Figure 26: Factors influencing the likelihood of new entrants in the make-up market in Asia-Pacific, 2019

Figure 27: Factors influencing the threat of substitutes in the make-up market in Asia-Pacific, 2019

Figure 28: Drivers of degree of rivalry in the make-up market in Asia-Pacific, 2019

Figure 29: Europe make-up market value: \$ million, 2015–19

- Figure 30: Europe make-up market volume: million units, 2015–19
- Figure 31: Europe make-up market category segmentation: % share, by value, 2019
- Figure 32: Europe make-up market geography segmentation: % share, by value, 2019
- Figure 33: Europe make-up market share: % share, by value, 2019
- Figure 34: Europe make-up market distribution: % share, by value, 2019
- Figure 35: Europe make-up market value forecast: \$ million, 2019–24
- Figure 36: Europe make-up market volume forecast: million units, 2019–24
- Figure 37: Forces driving competition in the make-up market in Europe, 2019
- Figure 38: Drivers of buyer power in the make-up market in Europe, 2019
- Figure 39: Drivers of supplier power in the make-up market in Europe, 2019
- Figure 40: Factors influencing the likelihood of new entrants in the make-up market in Europe, 2019
- Figure 41: Factors influencing the threat of substitutes in the make-up market in Europe, 2019
- Figure 42: Drivers of degree of rivalry in the make-up market in Europe, 2019
- Figure 43: France make-up market value: \$ million, 2015–19
- Figure 44: France make-up market volume: million units, 2015–19
- Figure 45: France make-up market category segmentation: % share, by value, 2019
- Figure 46: France make-up market geography segmentation: % share, by value, 2019
- Figure 47: France make-up market share: % share, by value, 2019
- Figure 48: France make-up market distribution: % share, by value, 2019
- Figure 49: France make-up market value forecast: \$ million, 2019–24
- Figure 50: France make-up market volume forecast: million units, 2019–24

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