

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

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## Abstracts

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

### SUMMARY

Global Make-up 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 global make-up market had total revenues of \$53,157.0m in 2021, representing a compound annual growth rate (CAGR) of 1.8% between 2016 and 2021.

Market consumption volumes declined with a CAGR of -1.3% between 2016 and

2021, to reach a total of 5,457.2 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 5% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$67,818.6m 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 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 2021?

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

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

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

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

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

## **6 MAKE-UP IN EUROPE**

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

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 MAKE-UP IN FRANCE**

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

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 MAKE-UP IN GERMANY**

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

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 MAKE-UP IN ITALY**

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

## **13 MACROECONOMIC INDICATORS**

- 13.1. Country data

## **14 MAKE-UP IN JAPAN**

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

## **15 MACROECONOMIC INDICATORS**

- 15.1. Country data

## **16 MAKE-UP IN AUSTRALIA**

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

## **17 MACROECONOMIC INDICATORS**

- 17.1. Country data

## **18 MAKE-UP IN CANADA**

- 18.1. Market Overview
- 18.2. Market Data
- 18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 MAKE-UP IN CHINA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

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

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 MAKE-UP IN SPAIN**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

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

26.1. Market Overview

26.2. Market Data

26.3. Market Segmentation

26.4. Market outlook

26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

27.1. Country data

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

28.1. Market Overview

28.2. Market Data

28.3. Market Segmentation

28.4. Market outlook

28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

29.1. Country data

## **30 COMPANY PROFILES**

30.1. LVMH Moet Hennessy Louis Vuitton SA

30.2. Chanel S.A.

30.3. KIKO SpA

30.4. Kao Corporation

30.5. Shiseido Company, Limited

30.6. KOSE Corp

30.7. Amorepacific Corp

30.8. Cosnova GmbH

30.9. Walgreens Boots Alliance Inc

- 30.10. L'Oreal SA
- 30.11. The Estee Lauder Companies Inc
- 30.12. Coty Inc.
- 30.13. Revlon Inc

## **31 APPENDIX**

- 31.1. Methodology
- 31.2. About MarketLine



## List Of Tables

### LIST OF TABLES

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

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

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

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

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

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

Table 7: Global make-up market distribution: % share, by value, 2021

Table 8: Global make-up market value forecast: \$ million, 2021-26

Table 9: Global make-up market volume forecast: million units, 2021-26

Table 10: Global size of population (million), 2017-21

Table 11: Global gdp (constant 2005 prices, \$ billion), 2017-21

Table 12: Global gdp (current prices, \$ billion), 2017-21

Table 13: Global inflation, 2017-21

Table 14: Global consumer price index (absolute), 2017-21

Table 15: Global exchange rate, 2017-21

Table 16: Asia-Pacific make-up market value: \$ million, 2016-21

Table 17: Asia-Pacific make-up market volume: million units, 2016-21

Table 18: Asia-Pacific make-up market category segmentation: % share, by value, 2016-2021

Table 19: Asia-Pacific make-up market category segmentation: \$ million, 2016-2021

Table 20: Asia-Pacific make-up market geography segmentation: \$ million, 2021

Table 21: Asia-Pacific make-up market share: % share, by value, 2021

Table 22: Asia-Pacific make-up market distribution: % share, by value, 2021

Table 23: Asia-Pacific make-up market value forecast: \$ million, 2021-26

Table 24: Asia-Pacific make-up market volume forecast: million units, 2021-26

Table 25: Europe make-up market value: \$ million, 2016-21

Table 26: Europe make-up market volume: million units, 2016-21

Table 27: Europe make-up market category segmentation: % share, by value, 2016-2021

Table 28: Europe make-up market category segmentation: \$ million, 2016-2021

Table 29: Europe make-up market geography segmentation: \$ million, 2021

Table 30: Europe make-up market share: % share, by value, 2021

Table 31: Europe make-up market distribution: % share, by value, 2021

Table 32: Europe make-up market value forecast: \$ million, 2021-26

Table 33: Europe make-up market volume forecast: million units, 2021-26

- Table 34: Europe size of population (million), 2017–21
- Table 35: Europe gdp (constant 2005 prices, \$ billion), 2017–21
- Table 36: Europe gdp (current prices, \$ billion), 2017–21
- Table 37: Europe inflation, 2017–21
- Table 38: Europe consumer price index (absolute), 2017–21
- Table 39: Europe exchange rate, 2017–21
- Table 40: France make-up market value: \$ million, 2016-21
- Table 41: France make-up market volume: million units, 2016–21
- Table 42: France make-up market category segmentation: % share, by value, 2016–2021
- Table 43: France make-up market category segmentation: \$ million, 2016-2021
- Table 44: France make-up market geography segmentation: \$ million, 2021
- Table 45: France make-up market share: % share, by value, 2021
- Table 46: France make-up market distribution: % share, by value, 2021
- Table 47: France make-up market value forecast: \$ million, 2021–26
- Table 48: France make-up market volume forecast: million units, 2021–26
- Table 49: France size of population (million), 2017–21
- Table 50: France gdp (constant 2005 prices, \$ billion), 2017–21
- Table 51: France gdp (current prices, \$ billion), 2017–21
- Table 52: France inflation, 2017–21
- Table 53: France consumer price index (absolute), 2017–21
- Table 54: France exchange rate, 2017–21
- Table 55: Germany make-up market value: \$ million, 2016-21
- Table 56: Germany make-up market volume: million units, 2016–21
- Table 57: Germany make-up market category segmentation: % share, by value, 2016–2021
- Table 58: Germany make-up market category segmentation: \$ million, 2016-2021
- Table 59: Germany make-up market geography segmentation: \$ million, 2021
- Table 60: Germany make-up market share: % share, by value, 2021
- Table 61: Germany make-up market distribution: % share, by value, 2021
- Table 62: Germany make-up market value forecast: \$ million, 2021–26
- Table 63: Germany make-up market volume forecast: million units, 2021–26
- Table 64: Germany size of population (million), 2017–21
- Table 65: Germany gdp (constant 2005 prices, \$ billion), 2017–21
- Table 66: Germany gdp (current prices, \$ billion), 2017–21
- Table 67: Germany inflation, 2017–21
- Table 68: Germany consumer price index (absolute), 2017–21
- Table 69: Germany exchange rate, 2017–21
- Table 70: Italy make-up market value: \$ million, 2016-21

- Table 71: Italy make-up market volume: million units, 2016–21
- Table 72: Italy make-up market category segmentation: % share, by value, 2016–2021
- Table 73: Italy make-up market category segmentation: \$ million, 2016-2021
- Table 74: Italy make-up market geography segmentation: \$ million, 2021
- Table 75: Italy make-up market share: % share, by value, 2021
- Table 76: Italy make-up market distribution: % share, by value, 2021
- Table 77: Italy make-up market value forecast: \$ million, 2021–26
- Table 78: Italy make-up market volume forecast: million units, 2021–26
- Table 79: Italy size of population (million), 2017–21
- Table 80: Italy gdp (constant 2005 prices, \$ billion), 2017–21
- Table 81: Italy gdp (current prices, \$ billion), 2017–21
- Table 82: Italy inflation, 2017–21
- Table 83: Italy consumer price index (absolute), 2017–21
- Table 84: Italy exchange rate, 2017–21
- Table 85: Japan make-up market value: \$ million, 2016-21
- Table 86: Japan make-up market volume: million units, 2016–21
- Table 87: Japan make-up market category segmentation: % share, by value, 2016–2021
- Table 88: Japan make-up market category segmentation: \$ million, 2016-2021
- Table 89: Japan make-up market geography segmentation: \$ million, 2021
- Table 90: Japan make-up market share: % share, by value, 2021

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global make-up market value: \$ million, 2016-21
- Figure 2: Global make-up market volume: million units, 2016–21
- Figure 3: Global make-up market category segmentation: \$ million, 2016-2021
- Figure 4: Global make-up market geography segmentation: % share, by value, 2021
- Figure 5: Global make-up market share: % share, by value, 2021
- Figure 6: Global make-up market distribution: % share, by value, 2021
- Figure 7: Global make-up market value forecast: \$ million, 2021–26
- Figure 8: Global make-up market volume forecast: million units, 2021–26
- Figure 9: Forces driving competition in the global make-up market, 2021
- Figure 10: Drivers of buyer power in the global make-up market, 2021
- Figure 11: Drivers of supplier power in the global make-up market, 2021
- Figure 12: Factors influencing the likelihood of new entrants in the global make-up market, 2021
- Figure 13: Factors influencing the threat of substitutes in the global make-up market, 2021
- Figure 14: Drivers of degree of rivalry in the global make-up market, 2021
- Figure 15: Asia-Pacific make-up market value: \$ million, 2016-21
- Figure 16: Asia–Pacific make-up market volume: million units, 2016–21
- Figure 17: Asia-Pacific make-up market category segmentation: \$ million, 2016-2021
- Figure 18: Asia–Pacific make-up market geography segmentation: % share, by value, 2021
- Figure 19: Asia-Pacific make-up market share: % share, by value, 2021
- Figure 20: Asia-Pacific make-up market distribution: % share, by value, 2021
- Figure 21: Asia-Pacific make-up market value forecast: \$ million, 2021–26
- Figure 22: Asia–Pacific make-up market volume forecast: million units, 2021–26
- Figure 23: Forces driving competition in the make-up market in Asia-Pacific, 2021
- Figure 24: Drivers of buyer power in the make-up market in Asia-Pacific, 2021
- Figure 25: Drivers of supplier power in the make-up market in Asia-Pacific, 2021
- Figure 26: Factors influencing the likelihood of new entrants in the make-up market in Asia-Pacific, 2021
- Figure 27: Factors influencing the threat of substitutes in the make-up market in Asia-Pacific, 2021
- Figure 28: Drivers of degree of rivalry in the make-up market in Asia-Pacific, 2021
- Figure 29: Europe make-up market value: \$ million, 2016-21
- Figure 30: Europe make-up market volume: million units, 2016–21

- Figure 31: Europe make-up market category segmentation: \$ million, 2016-2021
- Figure 32: Europe make-up market geography segmentation: % share, by value, 2021
- Figure 33: Europe make-up market share: % share, by value, 2021
- Figure 34: Europe make-up market distribution: % share, by value, 2021
- Figure 35: Europe make-up market value forecast: \$ million, 2021–26
- Figure 36: Europe make-up market volume forecast: million units, 2021–26
- Figure 37: Forces driving competition in the make-up market in Europe, 2021
- Figure 38: Drivers of buyer power in the make-up market in Europe, 2021
- Figure 39: Drivers of supplier power in the make-up market in Europe, 2021
- Figure 40: Factors influencing the likelihood of new entrants in the make-up market in Europe, 2021
- Figure 41: Factors influencing the threat of substitutes in the make-up market in Europe, 2021
- Figure 42: Drivers of degree of rivalry in the make-up market in Europe, 2021
- Figure 43: France make-up market value: \$ million, 2016-21
- Figure 44: France make-up market volume: million units, 2016–21
- Figure 45: France make-up market category segmentation: \$ million, 2016-2021
- Figure 46: France make-up market geography segmentation: % share, by value, 2021
- Figure 47: France make-up market share: % share, by value, 2021
- Figure 48: France make-up market distribution: % share, by value, 2021
- Figure 49: France make-up market value forecast: \$ million, 2021–26
- Figure 50: France make-up market volume forecast: million units, 2021–26
- Figure 51: Forces driving competition in the make-up market in France, 2021
- Figure 52: Drivers of buyer power in the make-up market in France, 2021
- Figure 53: Drivers of supplier power in the make-up market in France, 2021
- Figure 54: Factors influencing the likelihood of new entrants in the make-up market in France, 2021
- Figure 55: Factors influencing the threat of substitutes in the make-up market in France, 2021
- Figure 56: Drivers of degree of rivalry in the make-up market in France, 2021
- Figure 57: Germany make-up market value: \$ million, 2016-21
- Figure 58: Germany make-up market volume: million units, 2016–21
- Figure 59: Germany make-up market category segmentation: \$ million, 2016-2021
- Figure 60: Germany make-up market geography segmentation: % share, by value, 2021
- Figure 61: Germany make-up market share: % share, by value, 2021
- Figure 62: Germany make-up market distribution: % share, by value, 2021
- Figure 63: Germany make-up market value forecast: \$ million, 2021–26
- Figure 64: Germany make-up market volume forecast: million units, 2021–26

- Figure 65: Forces driving competition in the make-up market in Germany, 2021
- Figure 66: Drivers of buyer power in the make-up market in Germany, 2021
- Figure 67: Drivers of supplier power in the make-up market in Germany, 2021
- Figure 68: Factors influencing the likelihood of new entrants in the make-up market in Germany, 2021
- Figure 69: Factors influencing the threat of substitutes in the make-up market in Germany, 2021
- Figure 70: Drivers of degree of rivalry in the make-up market in Germany, 2021
- Figure 71: Italy make-up market value: \$ million, 2016-21
- Figure 72: Italy make-up market volume: million units, 2016-21
- Figure 73: Italy make-up market category segmentation: \$ million, 2016-2021
- Figure 74: Italy make-up market geography segmentation: % share, by value, 2021
- Figure 75: Italy make-up market share: % share, by value, 2021
- Figure 76: Italy make-up market distribution: % share, by value, 2021
- Figure 77: Italy make-up market value forecast: \$ million, 2021-26
- Figure 78: Italy make-up market volume forecast: million units, 2021-26
- Figure 79: Forces driving competition in the make-up market in Italy, 2021
- Figure 80: Drivers of buyer power in the make-up market in Italy, 2021
- Figure 81: Drivers of supplier power in the make-up market in Italy, 2021
- Figure 82: Factors influencing the likelihood of new entrants in the make-up market in Italy, 2021
- Figure 83: Factors influencing the threat of substitutes in the make-up market in Italy, 2021
- Figure 84: Drivers of degree of rivalry in the make-up market in Italy, 2021
- Figure 85: Japan make-up market value: \$ million, 2016-21
- Figure 86: Japan make-up market volume: million units, 2016-21
- Figure 87: Japan make-up market category segmentation: \$ million, 2016-2021
- Figure 88: Japan make-up market geography segmentation: % share, by value, 2021
- Figure 89: Japan make-up market share: % share, by value, 2021
- Figure 90: Japan make-up market distribution: % share, by value, 2021
- Figure 91: Japan make-up market value forecast: \$ million, 2021-26
- Figure 92: Japan make-up market volume forecast: million units, 2021-26
- Figure 93: Forces driving competition in the make-up market in Japan, 2021
- Figure 94: Drivers of buyer power in the make-up market in Japan, 2021
- Figure 95: Drivers of supplier power in the make-up market in Japan, 2021

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