

Make-Up Global Industry Guide 2014-2023

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Abstracts

Make-Up Global Industry Guide 2014-2023

SUMMARY

Global Make-up industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY QUESTIONS ANSWERED

What was the size of the global make-up market by value in 2018?

What will be the size of the global make-up market in 2023?

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?

SCOPE

Essential resource for top-line data and analysis covering the global make-up market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

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 2018 exchange rates.

The global make-up market had total revenues of \$50,141.8m in 2018, representing a compound annual growth rate (CAGR) of 4.9% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.9% between 2014 and 2018, to reach a total of 5,834.4 million units in 2018.

The global make-up market is driven by trends such as the increasing demand for premium products with multiple benefits, increasing disposable income, and the 'look good factor' due to the rising selfie trend.

REASONS TO BUY

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

Contents

EXECUTIVE SUMMARY

Market value

Market value forecast

Market volume

Market volume forecast

Category segmentation

Geography segmentation

Market share

Introduction

What is this report about?

Who is the target reader?

How to use this report

Definitions

Global Make-Up

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Make-Up in Asia-Pacific

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Make-Up in Europe

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Make-Up in France

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Macroeconomic indicators
Make-Up in Germany
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in Italy
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in Japan
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in Australia
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in Canada
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in China
Market Overview
Market Data

Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in The Netherlands
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in Spain
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in The United Kingdom
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Make-Up in The United States
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Company Profiles
Leading Companies
Appendix
Methodology
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global make-up market value: \$ million, 2014-18
- Table 2: Global make-up market volume: million units, 2014-18
- Table 3: Global make-up market category segmentation: \$ million, 2018
- Table 4: Global make-up market geography segmentation: \$ million, 2018
- Table 5: Global make-up market share: % share, by value, 2018
- Table 6: Global make-up market distribution: % share, by value, 2018
- Table 7: Global make-up market value forecast: \$ million, 2018-23
- Table 8: Global make-up market volume forecast: million units, 2018-23
- Table 9: Asia-Pacific make-up market value: \$ million, 2014-18
- Table 10: Asia-Pacific make-up market volume: million units, 2014-18
- Table 11: Asia-Pacific make-up market category segmentation: \$ million, 2018
- Table 12: Asia-Pacific make-up market geography segmentation: \$ million, 2018
- Table 13: Asia-Pacific make-up market share: % share, by value, 2018
- Table 14: Asia-Pacific make-up market distribution: % share, by value, 2018
- Table 15: Asia-Pacific make-up market value forecast: \$ million, 2018-23
- Table 16: Asia-Pacific make-up market volume forecast: million units, 2018-23
- Table 17: Europe make-up market value: \$ million, 2014-18
- Table 18: Europe make-up market volume: million units, 2014-18
- Table 19: Europe make-up market category segmentation: \$ million, 2018
- Table 20: Europe make-up market geography segmentation: \$ million, 2018
- Table 21: Europe make-up market share: % share, by value, 2018
- Table 22: Europe make-up market distribution: % share, by value, 2018
- Table 23: Europe make-up market value forecast: \$ million, 2018-23
- Table 24: Europe make-up market volume forecast: million units, 2018-23
- Table 25: France make-up market value: \$ million, 2014-18
- Table 26: France make-up market volume: million units, 2014-18
- Table 27: France make-up market category segmentation: \$ million, 2018
- Table 28: France make-up market geography segmentation: \$ million, 2018
- Table 29: France make-up market share: % share, by value, 2018
- Table 30: France make-up market distribution: % share, by value, 2018
- Table 31: France make-up market value forecast: \$ million, 2018-23
- Table 32: France make-up market volume forecast: million units, 2018-23
- Table 33: France size of population (million), 2014-18
- Table 34: France gdp (constant 2005 prices, \$ billion), 2014-18
- Table 35: France gdp (current prices, \$ billion), 2014-18

- Table 36: France inflation, 2014-18
- Table 37: France consumer price index (absolute), 2014-18
- Table 38: France exchange rate, 2014-18
- Table 39: Germany make-up market value: \$ million, 2014-18
- Table 40: Germany make-up market volume: million units, 2014-18
- Table 41: Germany make-up market category segmentation: \$ million, 2018
- Table 42: Germany make-up market geography segmentation: \$ million, 2018
- Table 43: Germany make-up market share: % share, by value, 2018
- Table 44: Germany make-up market distribution: % share, by value, 2018
- Table 45: Germany make-up market value forecast: \$ million, 2018-23
- Table 46: Germany make-up market volume forecast: million units, 2018-23
- Table 47: Germany size of population (million), 2014-18
- Table 48: Germany gdp (constant 2005 prices, \$ billion), 2014-18
- Table 49: Germany gdp (current prices, \$ billion), 2014-18
- Table 50: Germany inflation, 2014-18
- Table 51: Germany consumer price index (absolute), 2014-18
- Table 52: Germany exchange rate, 2014-18
- Table 53: Italy make-up market value: \$ million, 2014-18
- Table 54: Italy make-up market volume: million units, 2014-18
- Table 55: Italy make-up market category segmentation: \$ million, 2018
- Table 56: Italy make-up market geography segmentation: \$ million, 2018
- Table 57: Italy make-up market share: % share, by value, 2018
- Table 58: Italy make-up market distribution: % share, by value, 2018
- Table 59: Italy make-up market value forecast: \$ million, 2018-23
- Table 60: Italy make-up market volume forecast: million units, 2018-23

List Of Figures

LIST OF FIGURES

- Figure 1: Global make-up market value: \$ million, 2014-18
- Figure 2: Global make-up market volume: million units, 2014-18
- Figure 3: Global make-up market category segmentation: % share, by value, 2018
- Figure 4: Global make-up market geography segmentation: % share, by value, 2018
- Figure 5: Global make-up market share: % share, by value, 2018
- Figure 6: Global make-up market distribution: % share, by value, 2018
- Figure 7: Global make-up market value forecast: \$ million, 2018-23
- Figure 8: Global make-up market volume forecast: million units, 2018-23
- Figure 9: Forces driving competition in the global make-up market, 2018
- Figure 10: Drivers of buyer power in the global make-up market, 2018
- Figure 11: Drivers of supplier power in the global make-up market, 2018
- Figure 12: Factors influencing the likelihood of new entrants in the global make-up market, 2018
- Figure 13: Factors influencing the threat of substitutes in the global make-up market, 2018
- Figure 14: Drivers of degree of rivalry in the global make-up market, 2018
- Figure 15: Asia-Pacific make-up market value: \$ million, 2014-18
- Figure 16: Asia-Pacific make-up market volume: million units, 2014-18
- Figure 17: Asia-Pacific make-up market category segmentation: % share, by value, 2018
- Figure 18: Asia-Pacific make-up market geography segmentation: % share, by value, 2018
- Figure 19: Asia-Pacific make-up market share: % share, by value, 2018
- Figure 20: Asia-Pacific make-up market distribution: % share, by value, 2018
- Figure 21: Asia-Pacific make-up market value forecast: \$ million, 2018-23
- Figure 22: Asia-Pacific make-up market volume forecast: million units, 2018-23
- Figure 23: Forces driving competition in the make-up market in Asia-Pacific, 2018
- Figure 24: Drivers of buyer power in the make-up market in Asia-Pacific, 2018
- Figure 25: Drivers of supplier power in the make-up market in Asia-Pacific, 2018
- Figure 26: Factors influencing the likelihood of new entrants in the make-up market in Asia-Pacific, 2018
- Figure 27: Factors influencing the threat of substitutes in the make-up market in Asia-Pacific, 2018
- Figure 28: Drivers of degree of rivalry in the make-up market in Asia-Pacific, 2018
- Figure 29: Europe make-up market value: \$ million, 2014-18

- Figure 30: Europe make-up market volume: million units, 2014-18
- Figure 31: Europe make-up market category segmentation: % share, by value, 2018
- Figure 32: Europe make-up market geography segmentation: % share, by value, 2018
- Figure 33: Europe make-up market share: % share, by value, 2018
- Figure 34: Europe make-up market distribution: % share, by value, 2018
- Figure 35: Europe make-up market value forecast: \$ million, 2018-23
- Figure 36: Europe make-up market volume forecast: million units, 2018-23
- Figure 37: Forces driving competition in the make-up market in Europe, 2018
- Figure 38: Drivers of buyer power in the make-up market in Europe, 2018
- Figure 39: Drivers of supplier power in the make-up market in Europe, 2018
- Figure 40: Factors influencing the likelihood of new entrants in the make-up market in Europe, 2018
- Figure 41: Factors influencing the threat of substitutes in the make-up market in Europe, 2018
- Figure 42: Drivers of degree of rivalry in the make-up market in Europe, 2018
- Figure 43: France make-up market value: \$ million, 2014-18
- Figure 44: France make-up market volume: million units, 2014-18
- Figure 45: France make-up market category segmentation: % share, by value, 2018
- Figure 46: France make-up market geography segmentation: % share, by value, 2018
- Figure 47: France make-up market share: % share, by value, 2018
- Figure 48: France make-up market distribution: % share, by value, 2018
- Figure 49: France make-up market value forecast: \$ million, 2018-23
- Figure 50: France make-up market volume forecast: million units, 2018-23
- Figure 51: Forces driving competition in the make-up market in France, 2018
- Figure 52: Drivers of buyer power in the make-up market in France, 2018
- Figure 53: Drivers of supplier power in the make-up market in France, 2018
- Figure 54: Factors influencing the likelihood of new entrants in the make-up market in France, 2018
- Figure 55: Factors influencing the threat of substitutes in the make-up market in France, 2018
- Figure 56: Drivers of degree of rivalry in the make-up market in France, 2018
- Figure 57: Germany make-up market value: \$ million, 2014-18
- Figure 58: Germany make-up market volume: million units, 2014-18
- Figure 59: Germany make-up market category segmentation: % share, by value, 2018
- Figure 60: Germany make-up market geography segmentation: % share, by value, 2018

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