

# Liquid Foundation Makeup Market, Global Outlook and Forecast 2022-2028

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## Abstracts

Liquid Foundation Makeup is a highly pigmented water-based face and body makeup. Liquid Makeup is applied using a damp makeup sponge and is especially effective around the eye. It was a marked improvement in application, stability, and finish over the traditional oil bases, but improvements since then have rendered these nearly extinct.

This report contains market size and forecasts of Liquid Foundation Makeup in Global, including the following market information:

Global Liquid Foundation Makeup Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Liquid Foundation Makeup market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Male Use Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Liquid Foundation Makeup include Shiseido Co., Ltd., FENTY BEAUTY, Benefit Cosmetics LLC, Est?e Lauder Inc., Dior, L'Oreal Paris, The Avon Company, KIKO USA, Inc. (KIKO MILANO) and HUDA BEAUTY, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Liquid Foundation Makeup companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Liquid Foundation Makeup Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Liquid Foundation Makeup Market Segment Percentages, by Application, 2021 (%)

Male Use

Female Use

Global Liquid Foundation Makeup Market, by Channel, 2017-2022, 2023-2028 (\$ millions)

Global Liquid Foundation Makeup Market Segment Percentages, by Channel, 2021 (%)

Online

Offline

Global Liquid Foundation Makeup Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Liquid Foundation Makeup Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Liquid Foundation Makeup revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Liquid Foundation Makeup revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Shiseido Co., Ltd.

FENTY BEAUTY

Benefit Cosmetics LLC

Est?e Lauder Inc.

Dior

L'Oreal Paris

The Avon Company

KIKO USA, Inc. (KIKO MILANO)

HUDA BEAUTY

Chanel

Unilever

Ryohin Keikau

YOJIYA Inc.

Kao Beauty Brands

Nippon Shikizai Inc.

KIKO Milano

## Contents

### **1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**

- 1.1 Liquid Foundation Makeup Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Application
  - 1.2.2 Market by Channel
- 1.3 Global Liquid Foundation Makeup Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
  - 1.5.1 Research Methodology
  - 1.5.2 Research Process
  - 1.5.3 Base Year
  - 1.5.4 Report Assumptions & Caveats

### **2 GLOBAL LIQUID FOUNDATION MAKEUP OVERALL MARKET SIZE**

- 2.1 Global Liquid Foundation Makeup Market Size: 2021 VS 2028
- 2.2 Global Liquid Foundation Makeup Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
  - 2.3.1 Market Opportunities & Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Restraints

### **3 COMPANY LANDSCAPE**

- 3.1 Top Liquid Foundation Makeup Players in Global Market
- 3.2 Top Global Liquid Foundation Makeup Companies Ranked by Revenue
- 3.3 Global Liquid Foundation Makeup Revenue by Companies
- 3.4 Top 3 and Top 5 Liquid Foundation Makeup Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Liquid Foundation Makeup Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Liquid Foundation Makeup Players in Global Market
  - 3.6.1 List of Global Tier 1 Liquid Foundation Makeup Companies
  - 3.6.2 List of Global Tier 2 and Tier 3 Liquid Foundation Makeup Companies

### **4 MARKET SIGHTS BY PRODUCT**

#### 4.1 Overview

4.1.1 by Application - Global Liquid Foundation Makeup Market Size Markets, 2021 & 2028

4.1.2 Male Use

4.1.3 Female Use

#### 4.2 By Application - Global Liquid Foundation Makeup Revenue & Forecasts

4.2.1 By Application - Global Liquid Foundation Makeup Revenue, 2017-2022

4.2.2 By Application - Global Liquid Foundation Makeup Revenue, 2023-2028

4.2.3 By Application - Global Liquid Foundation Makeup Revenue Market Share, 2017-2028

### 5 SIGHTS BY APPLICATION

#### 5.1 Overview

5.1.1 By Application - Global Liquid Foundation Makeup Market Size, 2021 & 2028

5.1.2 Online

5.1.3 Offline

#### 5.2 By Channel - Global Liquid Foundation Makeup Revenue & Forecasts

5.2.1 By Channel - Global Liquid Foundation Makeup Revenue, 2017-2022

5.2.2 By Channel - Global Liquid Foundation Makeup Revenue, 2023-2028

5.2.3 By Channel - Global Liquid Foundation Makeup Revenue Market Share, 2017-2028

### 6 SIGHTS BY REGION

6.1 By Region - Global Liquid Foundation Makeup Market Size, 2021 & 2028

#### 6.2 By Region - Global Liquid Foundation Makeup Revenue & Forecasts

6.2.1 By Region - Global Liquid Foundation Makeup Revenue, 2017-2022

6.2.2 By Region - Global Liquid Foundation Makeup Revenue, 2023-2028

6.2.3 By Region - Global Liquid Foundation Makeup Revenue Market Share, 2017-2028

#### 6.3 North America

6.3.1 By Country - North America Liquid Foundation Makeup Revenue, 2017-2028

6.3.2 US Liquid Foundation Makeup Market Size, 2017-2028

6.3.3 Canada Liquid Foundation Makeup Market Size, 2017-2028

6.3.4 Mexico Liquid Foundation Makeup Market Size, 2017-2028

#### 6.4 Europe

6.4.1 By Country - Europe Liquid Foundation Makeup Revenue, 2017-2028

6.4.2 Germany Liquid Foundation Makeup Market Size, 2017-2028

- 6.4.3 France Liquid Foundation Makeup Market Size, 2017-2028
- 6.4.4 U.K. Liquid Foundation Makeup Market Size, 2017-2028
- 6.4.5 Italy Liquid Foundation Makeup Market Size, 2017-2028
- 6.4.6 Russia Liquid Foundation Makeup Market Size, 2017-2028
- 6.4.7 Nordic Countries Liquid Foundation Makeup Market Size, 2017-2028
- 6.4.8 Benelux Liquid Foundation Makeup Market Size, 2017-2028

## 6.5 Asia

- 6.5.1 By Region - Asia Liquid Foundation Makeup Revenue, 2017-2028
- 6.5.2 China Liquid Foundation Makeup Market Size, 2017-2028
- 6.5.3 Japan Liquid Foundation Makeup Market Size, 2017-2028
- 6.5.4 South Korea Liquid Foundation Makeup Market Size, 2017-2028
- 6.5.5 Southeast Asia Liquid Foundation Makeup Market Size, 2017-2028
- 6.5.6 India Liquid Foundation Makeup Market Size, 2017-2028

## 6.6 South America

- 6.6.1 By Country - South America Liquid Foundation Makeup Revenue, 2017-2028
- 6.6.2 Brazil Liquid Foundation Makeup Market Size, 2017-2028
- 6.6.3 Argentina Liquid Foundation Makeup Market Size, 2017-2028

## 6.7 Middle East & Africa

- 6.7.1 By Country - Middle East & Africa Liquid Foundation Makeup Revenue, 2017-2028
- 6.7.2 Turkey Liquid Foundation Makeup Market Size, 2017-2028
- 6.7.3 Israel Liquid Foundation Makeup Market Size, 2017-2028
- 6.7.4 Saudi Arabia Liquid Foundation Makeup Market Size, 2017-2028
- 6.7.5 UAE Liquid Foundation Makeup Market Size, 2017-2028

## 7 PLAYERS PROFILES

### 7.1 Shiseido Co., Ltd.

- 7.1.1 Shiseido Co., Ltd. Corporate Summary
- 7.1.2 Shiseido Co., Ltd. Business Overview
- 7.1.3 Shiseido Co., Ltd. Liquid Foundation Makeup Major Product Offerings
- 7.1.4 Shiseido Co., Ltd. Liquid Foundation Makeup Revenue in Global Market (2017-2022)
- 7.1.5 Shiseido Co., Ltd. Key News

### 7.2 FENTY BEAUTY

- 7.2.1 FENTY BEAUTY Corporate Summary
- 7.2.2 FENTY BEAUTY Business Overview
- 7.2.3 FENTY BEAUTY Liquid Foundation Makeup Major Product Offerings
- 7.2.4 FENTY BEAUTY Liquid Foundation Makeup Revenue in Global Market



(2017-2022)

7.2.5 FENTY BEAUTY Key News

7.3 Benefit Cosmetics LLC

7.3.1 Benefit Cosmetics LLC Corporate Summary

7.3.2 Benefit Cosmetics LLC Business Overview

7.3.3 Benefit Cosmetics LLC Liquid Foundation Makeup Major Product Offerings

7.3.4 Benefit Cosmetics LLC Liquid Foundation Makeup Revenue in Global Market

(2017-2022)

7.3.5 Benefit Cosmetics LLC Key News

7.4 Est?e Lauder Inc.

7.4.1 Est?e Lauder Inc. Corporate Summary

7.4.2 Est?e Lauder Inc. Business Overview

7.4.3 Est?e Lauder Inc. Liquid Foundation Makeup Major Product Offerings

7.4.4 Est?e Lauder Inc. Liquid Foundation Makeup Revenue in Global Market

(2017-2022)

7.4.5 Est?e Lauder Inc. Key News

7.5 Dior

7.5.1 Dior Corporate Summary

7.5.2 Dior Business Overview

7.5.3 Dior Liquid Foundation Makeup Major Product Offerings

7.5.4 Dior Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.5.5 Dior Key News

7.6 L'Oreal Paris

7.6.1 L'Oreal Paris Corporate Summary

7.6.2 L'Oreal Paris Business Overview

7.6.3 L'Oreal Paris Liquid Foundation Makeup Major Product Offerings

7.6.4 L'Oreal Paris Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.6.5 L'Oreal Paris Key News

7.7 The Avon Company

7.7.1 The Avon Company Corporate Summary

7.7.2 The Avon Company Business Overview

7.7.3 The Avon Company Liquid Foundation Makeup Major Product Offerings

7.7.4 The Avon Company Liquid Foundation Makeup Revenue in Global Market

(2017-2022)

7.7.5 The Avon Company Key News

7.8 KIKO USA, Inc. (KIKO MILANO)

7.8.1 KIKO USA, Inc. (KIKO MILANO) Corporate Summary

7.8.2 KIKO USA, Inc. (KIKO MILANO) Business Overview

7.8.3 KIKO USA, Inc. (KIKO MILANO) Liquid Foundation Makeup Major Product

## Offerings

7.8.4 KIKO USA, Inc. (KIKO MILANO) Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.8.5 KIKO USA, Inc. (KIKO MILANO) Key News

## 7.9 HUDA BEAUTY

7.9.1 HUDA BEAUTY Corporate Summary

7.9.2 HUDA BEAUTY Business Overview

7.9.3 HUDA BEAUTY Liquid Foundation Makeup Major Product Offerings

7.9.4 HUDA BEAUTY Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.9.5 HUDA BEAUTY Key News

## 7.10 Chanel

7.10.1 Chanel Corporate Summary

7.10.2 Chanel Business Overview

7.10.3 Chanel Liquid Foundation Makeup Major Product Offerings

7.10.4 Chanel Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.10.5 Chanel Key News

## 7.11 Unilever

7.11.1 Unilever Corporate Summary

7.11.2 Unilever Business Overview

7.11.3 Unilever Liquid Foundation Makeup Major Product Offerings

7.11.4 Unilever Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.11.5 Unilever Key News

## 7.12 Ryohin Keikau

7.12.1 Ryohin Keikau Corporate Summary

7.12.2 Ryohin Keikau Business Overview

7.12.3 Ryohin Keikau Liquid Foundation Makeup Major Product Offerings

7.12.4 Ryohin Keikau Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.12.5 Ryohin Keikau Key News

## 7.13 YOJIYA Inc.

7.13.1 YOJIYA Inc. Corporate Summary

7.13.2 YOJIYA Inc. Business Overview

7.13.3 YOJIYA Inc. Liquid Foundation Makeup Major Product Offerings

7.13.4 YOJIYA Inc. Liquid Foundation Makeup Revenue in Global Market (2017-2022)

7.13.5 YOJIYA Inc. Key News

## 7.14 Kao Beauty Brands

7.14.1 Kao Beauty Brands Corporate Summary

7.14.2 Kao Beauty Brands Business Overview

- 7.14.3 Kao Beauty Brands Liquid Foundation Makeup Major Product Offerings
- 7.14.4 Kao Beauty Brands Liquid Foundation Makeup Revenue in Global Market (2017-2022)
- 7.14.5 Kao Beauty Brands Key News
- 7.15 Nippon Shikizai Inc.
  - 7.15.1 Nippon Shikizai Inc. Corporate Summary
  - 7.15.2 Nippon Shikizai Inc. Business Overview
  - 7.15.3 Nippon Shikizai Inc. Liquid Foundation Makeup Major Product Offerings
  - 7.15.4 Nippon Shikizai Inc. Liquid Foundation Makeup Revenue in Global Market (2017-2022)
  - 7.15.5 Nippon Shikizai Inc. Key News
- 7.16 KIKO Milano
  - 7.16.1 KIKO Milano Corporate Summary
  - 7.16.2 KIKO Milano Business Overview
  - 7.16.3 KIKO Milano Liquid Foundation Makeup Major Product Offerings
  - 7.16.4 KIKO Milano Liquid Foundation Makeup Revenue in Global Market (2017-2022)
  - 7.16.5 KIKO Milano Key News

## **8 CONCLUSION**

## **9 APPENDIX**

- 9.1 Note
- 9.2 Examples of Clients
- 9.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Liquid Foundation Makeup Market Opportunities & Trends in Global Market

Table 2. Liquid Foundation Makeup Market Drivers in Global Market

Table 3. Liquid Foundation Makeup Market Restraints in Global Market

Table 4. Key Players of Liquid Foundation Makeup in Global Market

Table 5. Top Liquid Foundation Makeup Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Liquid Foundation Makeup Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Liquid Foundation Makeup Revenue Share by Companies, 2017-2022

Table 8. Global Companies Liquid Foundation Makeup Product Type

Table 9. List of Global Tier 1 Liquid Foundation Makeup Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Liquid Foundation Makeup Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Application – Global Liquid Foundation Makeup Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Application - Liquid Foundation Makeup Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Application - Liquid Foundation Makeup Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Channel – Global Liquid Foundation Makeup Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Channel - Liquid Foundation Makeup Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Channel - Liquid Foundation Makeup Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Liquid Foundation Makeup Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Liquid Foundation Makeup Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Liquid Foundation Makeup Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Liquid Foundation Makeup Revenue, (US\$, Mn),

2023-2028

Table 22. By Country - Europe Liquid Foundation Makeup Revenue, (US\$, Mn),  
2017-2022

Table 23. By Country - Europe Liquid Foundation Makeup Revenue, (US\$, Mn),  
2023-2028

Table 24. By Region - Asia Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Liquid Foundation Makeup Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Liquid Foundation Makeup Revenue, (US\$, Mn),  
2017-2022

Table 27. By Country - South America Liquid Foundation Makeup Revenue, (US\$, Mn),  
2023-2028

Table 28. By Country - Middle East & Africa Liquid Foundation Makeup Revenue, (US\$,  
Mn), 2017-2022

Table 29. By Country - Middle East & Africa Liquid Foundation Makeup Revenue, (US\$,  
Mn), 2023-2028

Table 30. Shiseido Co., Ltd. Corporate Summary

Table 31. Shiseido Co., Ltd. Liquid Foundation Makeup Product Offerings

Table 32. Shiseido Co., Ltd. Liquid Foundation Makeup Revenue (US\$, Mn),  
(2017-2022)

Table 33. FENTY BEAUTY Corporate Summary

Table 34. FENTY BEAUTY Liquid Foundation Makeup Product Offerings

Table 35. FENTY BEAUTY Liquid Foundation Makeup Revenue (US\$, Mn),  
(2017-2022)

Table 36. Benefit Cosmetics LLC Corporate Summary

Table 37. Benefit Cosmetics LLC Liquid Foundation Makeup Product Offerings

Table 38. Benefit Cosmetics LLC Liquid Foundation Makeup Revenue (US\$, Mn),  
(2017-2022)

Table 39. Estee Lauder Inc. Corporate Summary

Table 40. Estee Lauder Inc. Liquid Foundation Makeup Product Offerings

Table 41. Estee Lauder Inc. Liquid Foundation Makeup Revenue (US\$, Mn),  
(2017-2022)

Table 42. Dior Corporate Summary

Table 43. Dior Liquid Foundation Makeup Product Offerings

Table 44. Dior Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)

Table 45. L'Oreal Paris Corporate Summary

Table 46. L'Oreal Paris Liquid Foundation Makeup Product Offerings

Table 47. L'Oreal Paris Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)

Table 48. The Avon Company Corporate Summary

Table 49. The Avon Company Liquid Foundation Makeup Product Offerings

- Table 50. The Avon Company Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 51. KIKO USA, Inc. (KIKO MILANO) Corporate Summary
- Table 52. KIKO USA, Inc. (KIKO MILANO) Liquid Foundation Makeup Product Offerings
- Table 53. KIKO USA, Inc. (KIKO MILANO) Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 54. HUDA BEAUTY Corporate Summary
- Table 55. HUDA BEAUTY Liquid Foundation Makeup Product Offerings
- Table 56. HUDA BEAUTY Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 57. Chanel Corporate Summary
- Table 58. Chanel Liquid Foundation Makeup Product Offerings
- Table 59. Chanel Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 60. Unilever Corporate Summary
- Table 61. Unilever Liquid Foundation Makeup Product Offerings
- Table 62. Unilever Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 63. Ryohin Keikau Corporate Summary
- Table 64. Ryohin Keikau Liquid Foundation Makeup Product Offerings
- Table 65. Ryohin Keikau Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 66. YOJIYA Inc. Corporate Summary
- Table 67. YOJIYA Inc. Liquid Foundation Makeup Product Offerings
- Table 68. YOJIYA Inc. Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 69. Kao Beauty Brands Corporate Summary
- Table 70. Kao Beauty Brands Liquid Foundation Makeup Product Offerings
- Table 71. Kao Beauty Brands Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 72. Nippon Shikizai Inc. Corporate Summary
- Table 73. Nippon Shikizai Inc. Liquid Foundation Makeup Product Offerings
- Table 74. Nippon Shikizai Inc. Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)
- Table 75. KIKO Milano Corporate Summary
- Table 76. KIKO Milano Liquid Foundation Makeup Product Offerings
- Table 77. KIKO Milano Liquid Foundation Makeup Revenue (US\$, Mn), (2017-2022)

## List Of Figures

### LIST OF FIGURES

Figure 1. Liquid Foundation Makeup Segment by Application in 2021

Figure 2. Liquid Foundation Makeup Segment by Channel in 2021

Figure 3. Global Liquid Foundation Makeup Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global Liquid Foundation Makeup Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global Liquid Foundation Makeup Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Liquid Foundation Makeup Revenue in 2021

Figure 8. By Application - Global Liquid Foundation Makeup Revenue Market Share, 2017-2028

Figure 9. By Channel - Global Liquid Foundation Makeup Revenue Market Share, 2017-2028

Figure 10. By Region - Global Liquid Foundation Makeup Revenue Market Share, 2017-2028

Figure 11. By Country - North America Liquid Foundation Makeup Revenue Market Share, 2017-2028

Figure 12. US Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe Liquid Foundation Makeup Revenue Market Share, 2017-2028

Figure 16. Germany Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 17. France Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia Liquid Foundation Makeup Revenue Market Share, 2017-2028

Figure 24. China Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028

- Figure 28. India Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028
- Figure 29. By Country - South America Liquid Foundation Makeup Revenue Market Share, 2017-2028
- Figure 30. Brazil Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028
- Figure 31. Argentina Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028
- Figure 32. By Country - Middle East & Africa Liquid Foundation Makeup Revenue Market Share, 2017-2028
- Figure 33. Turkey Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028
- Figure 34. Israel Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028
- Figure 35. Saudi Arabia Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028
- Figure 36. UAE Liquid Foundation Makeup Revenue, (US\$, Mn), 2017-2028
- Figure 37. Shiseido Co., Ltd. Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 38. FENTY BEAUTY Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 39. Benefit Cosmetics LLC Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 40. Estee Lauder Inc. Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 41. Dior Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 42. L'Oreal Paris Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 43. The Avon Company Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 44. KIKO USA, Inc. (KIKO MILANO) Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 45. HUDA BEAUTY Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 46. Chanel Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 47. Unilever Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 48. Ryohin Keikau Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 49. YOJIYA Inc. Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 50. Kao Beauty Brands Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)



Figure 51. Nippon Shikizai Inc. Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. KIKO Milano Liquid Foundation Makeup Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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