

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

<https://marketpublishers.com/r/L4E9E0DCF6E8EN.html>

Date: July 2022

Pages: 108

Price: US\$ 3,250.00 (Single User License)

ID: L4E9E0DCF6E8EN

## Abstracts

Liquid 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 Makeup in Global, including the following market information:

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

Global top five companies in 2021 (%)

The global Liquid 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.

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

The global key manufacturers of Liquid 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 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 Makeup Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Foundation

Eye Products

Concealer

Lip Products

Others

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

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

Online

Offline

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

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

Key companies Liquid 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

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