

Setting Powder & Face Powder Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Loose Powder, Pressed Powder, Translucent Powder), By Application (Setting Powder, Finishing Powder, And Mattifying Powder), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/S8BF219CCC05EN.html>

Date: January 2026

Pages: 182

Price: US\$ 4,500.00 (Single User License)

ID: S8BF219CCC05EN

Abstracts

The Global Setting Powder & Face Powder Market is projected to expand from USD 14.32 Billion in 2025 to USD 20.88 Billion by 2031, registering a CAGR of 6.49%. These cosmetic products are essential for setting foundation, controlling oil, and smoothing skin texture. Growth is largely fueled by increasing global disposable incomes and a shift toward makeup capable of enduring long wear times. Additionally, the prevalence of high-definition digital media has heightened the demand for products that ensure photogenic, matte finishes, making these powders staples in daily routines across various demographics.

In 2024, Cosmetics Europe reported that the decorative cosmetics sector, including face and setting powders, achieved retail sales of ?13.9 billion, marking an 8.2% increase from the prior year. Despite this growth, the market encounters substantial hurdles due to strict regulatory oversight regarding ingredient safety, especially concerning talc. This scrutiny compels manufacturers to undertake expensive reformulation efforts and creates complexities in maintaining global compliance.

Market Driver

The market is being fundamentally transformed by a shift toward clean label, organic, and vegan formulations, as consumers place greater emphasis on ethical sourcing and ingredient safety. This movement is especially pronounced in the powder sector due to concerns over talc and a preference for plant-based, non-comedogenic alternatives that maintain high performance. Manufacturers are reacting by updating legacy products to align with clean standards, a key competitive factor. According to the Soil Association's 'Organic Beauty and Wellbeing Market Report 2024' from April 2024, while the wider organic market struggled, sales of verified clean beauty products rose by 11% to ?151 million, underscoring consumer demand for safe formulations.

Simultaneously, the impact of beauty content creators and social media drives the viral adoption of products and specific techniques like baking. Platforms such as Instagram and TikTok have popularized professional methods, fueling the desire for high-definition powders that provide a filtered appearance. This digital environment speeds up trend cycles, necessitating rapid innovation and direct consumer engagement. L'Or?al Finance noted in its '2024 Annual Results' in February 2025 that its Consumer Products Division grew by 5.4% like-for-like by leveraging these digital trends. Highlighting the sector's economic strength, the British Beauty Council reported in August 2024 that the personal care industry added ?27.2 billion to the UK economy in 2023, an 11% rise over the previous year.

Market Challenge

The primary obstacle facing the Global Setting Powder & Face Powder Market is rigorous regulatory scrutiny concerning ingredient safety, specifically regarding talc. This heightened oversight obliges manufacturers to invest heavily in complex reformulation projects to find alternatives for this oil-absorbing and smoothing ingredient. Consequently, capital that might have been used for expansion or marketing is diverted to research and development. Additionally, inconsistent global compliance standards result in an unpredictable operational landscape, leading to supply chain disruptions and delayed product launches as companies attempt to navigate differing regional safety protocols.

According to Cosmetics Europe, the industry encountered increased surveillance in 2024, with cosmetic products comprising 36% of safety alerts in the European Commission's Safety Gate system. This statistic highlights the intense monitoring and testing environment currently facing manufacturers. As a result, the significant costs associated with strict compliance, along with risks related to reputational damage and

product recalls, directly reduce profit margins and slow the sector's overall commercial progress.

Market Trends

Skincare-infused hybrid formulations are transforming the landscape as consumers seek multi-functional cosmetics that offer dermatological benefits along with coverage. This trend toward the 'skinification' of makeup has led to setting powders containing ingredients like niacinamide and hyaluronic acid, which support barrier health and hydration. In its '2024 Annual Results' from February 2025, L'Oréal Finance reported a 2.7% like-for-like growth for the L'Oréal Luxe division, a success largely driven by strong global demand for premium makeup integrating these advanced skincare properties.

Another significant trend is the rise of color-correcting and 'pink' setting powders, marking a shift away from standard translucent options toward targeted neutralizing and brightening effects. Consumers are increasingly using peach and pink tones to illuminate the under-eye area and counteract dark circles, moving beyond simple oil control to strategic enhancement. During the 'Q2 2025 Earnings Call' in August 2025, Ulta Beauty noted that mass makeup sales grew in the high single digits, a performance directly linked to the enduring popularity of these evolving trends in the eye and face categories.

Key Market Players

Estee Lauder Companies Inc.

Make-Up Art Cosmetics

Bobbi Brown Professional Cosmetics, Inc.

Shiseido Company, Limited

Maybelline New York

Tom Ford

Avon Products, Inc

Sephora USA, Inc.

Report Scope

In this report, the Global Setting Powder & Face Powder Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Setting Powder & Face Powder Market, By Type

Loose Powder

Pressed Powder

Translucent Powder

Setting Powder & Face Powder Market, By Application

Setting Powder

Finishing Powder

Mattifying Powder

Setting Powder & Face Powder Market, By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Setting Powder & Face Powder Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Setting Powder & Face Powder Market.

Available Customizations:

Global Setting Powder & Face Powder Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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