

# China Lip Stain Market By Type (Liquid, Pencil, Others), By Distribution Channel (Supermarket & Hypermarket, Specialty Stores, Online, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

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## Abstracts

### Market Overview

The China Lip Stain Market was valued at USD 1.23 billion in 2024 and is projected to reach USD 3.45 billion by 2030, growing at a CAGR of 8.76% during the forecast period. The market's expansion is driven by rising disposable incomes, especially among younger consumers, increased beauty consciousness, and the influence of social media platforms like Xiaohongshu, Douyin, and WeChat. These channels have significantly shaped consumer preferences, boosting the adoption of new lip stain products and beauty trends. The rapid growth of e-commerce has enhanced accessibility to a diverse range of brands and formulations across China. Cosmetic brands are investing in innovation, offering long-lasting, hydrating, and transfer-proof lip stains to meet evolving consumer demands. Additionally, the preference for convenient, all-day makeup solutions is strengthening market momentum, supported by changing lifestyles and heightened interest in personal grooming.

### Key Market Drivers

#### Rising Disposable Income

The growth of disposable income among Chinese consumers is a significant catalyst for the expansion of the lip stain market. According to recent studies, in 2022, China's economy recorded an average disposable income growth of 7.2%. With improving living

standards, urban and younger populations are increasingly allocating more of their income toward lifestyle and beauty products. Gen Z and millennial consumers, in particular, are highly influenced by beauty trends and prioritize personal appearance, leading to greater interest in premium and international cosmetic brands. These consumers seek high-quality lip stains offering long-lasting wear, hydration, and trendy color options. Higher disposable incomes have also encouraged more frequent product experimentation, creating opportunities for brands to expand their offerings and attract a broader audience. The growing middle and luxury segments within the cosmetics industry are being supported by this trend, with lip stains gaining popularity due to their versatility, convenience, and fashion appeal, fostering sustained market growth.

## Key Market Challenges

### Intense Market Competition

Intense competition is a significant challenge in the China lip stain market, driven by the presence of numerous domestic and international brands. Global companies such as L'Oréal, Maybelline, and MAC compete alongside emerging local brands like Perfect Diary and Florasis, all vying for consumer attention. The rise of influencer-backed startups and new entrants leveraging digital channels has further saturated the market, leading to aggressive pricing strategies and heavy promotional activity. Frequent brand switching among consumers, driven by beauty trends and social media influence, makes customer retention difficult. Companies must continuously innovate, launch new formulations, and maintain strong digital engagement to differentiate themselves in this crowded environment. Navigating the intense competition requires substantial investment in marketing, product development, and brand positioning to sustain growth and retain consumer loyalty.

## Key Market Trends

### Rising Popularity of Liquid Lip Stain Among Female Workforces

The increasing popularity of liquid lip stains among the female workforce in China is shaping market trends. As more women participate actively in professional environments, the demand for long-lasting, smudge-proof, and lightweight makeup products is rising. Liquid lip stains meet these requirements, offering a polished, natural appearance with minimal need for reapplication throughout the day. This convenience appeals to working women seeking efficient beauty solutions that align with their busy lifestyles. Cosmetic brands are responding by developing innovative formulations

tailored to the needs of this demographic, further driving the adoption of liquid lip stains across the Chinese market.

### Key Market Players

e.l.f. Cosmetics, Inc.

Guangdong B.C. Biotech Co., Ltd

Loreal SA

Sephora

March Beauty

Stage Beauty Co

Tropic

Bellame Beauty, Inc.

Palladio Beauty Group LLC

Flower Beauty

### Report Scope:

In this report, the China Lip Stain Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### China Lip Stain Market, By Type:

Liquid

Pencil

Others

### China Lip Stain Market, By Distribution Channel:

Supermarket & Hypermarket

Specialty Stores

Online

Others

### China Lip Stain Market, By Region:

South-Central

South-West

East

North-East

North-West

North

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the China Lip Stain Market.

### Available Customizations:

China Lip Stain 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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