

Lip Care Products Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Lip Balms, Lip Scrubs, Lip Masks, Lip Conditioners, Others), By Product Type (Medicated, Non-Medicated, Sun Protection), By Packaging (Stick, Tube, Others), By End-User (Male, Female), By Distribution Channel (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Specialty Stores, Online, Non-Retail), By Region and Competition

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Abstracts

The Global Lip Care Products Market size is anticipated to grow during the forecast period due to increasing demand for organic & natural products, and rising demand for flavored lip care products.

Global Lip Care Products Market Scope

The Global Lip Care Products Market includes a wide range of products that are designed to protect and nourish the lips. These products can be categorized into various types, including lip balms, lip conditioners, lip masks, lip oils, lip scrubs, etc. The market is fueled by factors including expanding demand for natural and organic lip care products, growing awareness of the importance of lip health, and accessibility to a wide variety of products in different flavors, colors, and textures.

Based on product type, the market is segmented into medicated, non-medicated, and

sun protection lip care products. Medicated lip care products are those that are formulated to treat specific lip conditions, such as cold sores, chapped or cracked lips, and infections. These products contain active ingredients that provide therapeutic benefits and may require a prescription from a healthcare professional. Non-medicated lip care products are those designed to moisturize, nourish, and protect the lips without containing any active medicinal ingredients. These products are used for daily lip care and maintenance and are available in various forms, including lip balms, lip oils, and lip scrubs, etc. Sun protection lip care products are designed to protect the lips from the harmful effects of the sun's ultraviolet (UV) rays. These products typically contain ingredients such as titanium dioxide, zinc oxide, avobenzone, and octinoxate that provide broad-spectrum protection against both UVA and UVB rays.

Global Lip Care Products Market Overview

The Global Lip Care Products Market is a highly competitive and dynamic industry. Lip care products are used to keep the lips moisturized, protect them from environmental damage, and improve their appearance. The market includes various types of products such as lip balms, lip oils, and lip masks, etc. The increasing demand for natural and organic lip care products, and the availability of a wide range of products in various flavors, colors, and textures driving the growth of the market. For example, in June 2021, Ethique, a New Zealand-based beauty products company, have launched the first line of zero-waste lip balms in home-compostable, plastic-free packaging. To keep lips hydrated and smooth, the lip balms contain ingredients like jojoba oil, moringa oil, and castor oil.

Furthermore, in terms of regions, Asia-Pacific region has a significant share in the Global Lip Care Products Market during the forecast period due to surging demand of lip care products in developing countries like India, Japan, China.

Global Lip Care Products Market Drivers

Rising consumer awareness of the importance of protecting one's lips from excessive sun exposure as well as the accessibility of lip care products will be key factors propelling the Global Lip Care Products Market during the forecast period.

The growing demand for organic and natural products drives the Global Lip Care Products Market during the forecast period. Customers are increasingly looking for organic and natural lip care products that are free of hazardous chemicals and artificial components as they become more health conscious. This has led to a rise in demand

for natural and organic lip care products.

Factors such as pollution, exposure to sunlight, and weather conditions can contribute to lip problems and lip care products can help prevent and treat these issues. Also, changing consumer preferences, such as a shift towards natural and sustainable products, as well as changing lifestyles, such as increased travel and exposure to different climates, are driving the demand for lip care products.

Global Lip Care Products Market Trends

A major trend in the Global Lip Care Products Market is increasing the popularity of tinted and flavored lip care products. Consumers are increasingly looking for lip care products that offer multiple benefits, such as sun protection, nourishment, and moisturization along with these benefits customers desires products that provides hydration and protection with addition of color and flavor to their lips. Tinted and flavored lip balms are becoming more popular as they offer a two-in-one solution for consumers. Also, the rise in demand for multi-functional lip care products fuels the Global Lip Care Products Market Growth.

Furthermore, the growing popularity of online sales channels among consumers has become a major trend in the Global Lip Care Products Market. The rise of e-commerce platforms and social media marketing is making it easier for consumers to discover and purchase lip care products. Online sales channels offer convenience, competitive pricing, and a wider range of product choices for consumers.

Global Lip Care Products Market Challenges

A major challenge in the Global Lip Care Products Market is fluctuating raw material prices which impedes the Global Lip Care Products Market Growth. The prices of raw materials used in lip care products, such as shea butter, beeswax, and essential oils fluctuate due to factors such as supply and demand, weather conditions, and geopolitical events. This can impact the pricing and availability of lip care products.

Additionally, increasing competition from counterfeit products hinder the Global Lip Care Products Market, which are sold at lower prices and doesn't comply with the safety and quality standards. This can impact consumer trust and the reputation of genuine brands.

Furthermore, some synthetic ingredients used in lip care products, such as parabens and phthalates, have been linked to health concerns like endocrine disruption which

impedes the Global Lip Care Products Market growth. This has led to increasing consumer demand for natural and organic lip care products, which can pose a challenge for manufacturers who rely on synthetic ingredients.

Global Lip Care Products Market Opportunities

The Global Lip Care Products Market presents numerous opportunities for growth and development. The rising popularity of organic lip care products among consumers presents an opportunity to manufacturers to enter the market to have a competitive edge in the market. Additionally, the online retail segment is expected to witness significant growth over the forecast period, owing to the convenience of online shopping and the increasing popularity of e-commerce platforms. Manufacturers are capitalizing on this trend by expanding their online presence and investing in online marketing to reach a wider audience.

Moreover, the rising awareness about the importance of lip health and the growing popularity of lip care products in emerging economies such as China, India, and Brazil present significant growth opportunities for manufacturers to enter the Global Lip Care Products Market. These regions have a large consumer base which makes them attractive markets for lip care products.

Company Profiles.

L'Oreal S.A., Unilever PLC, Beiersdorf AG, Colgate-Palmolive Company, The Estée Lauder Companies Inc., Johnson & Johnson Services, Inc., The Avon Company, Shiseido Cosmetics, Revlon Consumer Products Corporation, and Himalaya Global Holdings Ltd., etc. are the market players in the global lip care products market during the forecast period.

Market Segmentation

The Global Lip Care Products Market is segmented into type, product type, packaging, end-user, distribution channel, and region. Based on type, the market is segmented into lip balms, lip scrubs, lip masks, lip conditioners, and others. Based on product type, the market is segmented into medicated, non-medicated, and sun protection. Based on packaging, the market is segmented into stick, tube, and others. Based on end-user, the market is segmented into male and female. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacy & drug stores, specialty stores, online, and non-retail.

Report Scope:

In this report, the global lip care products market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Lip Care Products Market, By Type:

Lip Balms

Lip Scrubs

Lip Masks

Lip Conditioners

Others

Lip Care Products Market, By Product Type:

Medicated

Non-Medicated

Sun Protection

Lip Care Products Market, By Packaging:

Stick

Tube

Others

Lip Care Products Market, By End-User:

Male

Female

Lip Care Products Market, By Distribution Channel:

Supermarkets/Hypermarkets

Pharmacy & Drug Stores

Specialty Stores

Online

Non-Retail

Lip Care Products Market, By Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global lip care products market.

Available Customizations:

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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- 16.1.7.6. Key Management Personnel
- 16.1.8. Shiseido Cosmetics
 - 16.1.8.1. Company Details
 - 16.1.8.2. Product & Services
 - 16.1.8.3. Financials (As Per Availability)
 - 16.1.8.4. Key Market Focus & Geographical Presence
 - 16.1.8.5. Recent Developments
 - 16.1.8.6. Key Management Personnel
- 16.1.9. Revlon Consumer Products Corporation
 - 16.1.9.1. Company Details
 - 16.1.9.2. Product & Services
 - 16.1.9.3. Financials (As Per Availability)
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 - 16.1.9.5. Recent Developments
 - 16.1.9.6. Key Management Personnel
- 16.1.10. Himalaya Global Holdings Ltd.
 - 16.1.10.1. Company Details
 - 16.1.10.2. Product & Services
 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key Market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Product Type
- 17.3. Target Distribution Channel

18. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

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