

Makeup Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product (Powders, Gels, Lotions, Others), By Application Area (Lips, Eyes, Face, Nails), By Sales Channel (Hypermarket/Supermarket, Specialty Store, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Global makeup market was valued at USD 42.97 billion in 2024 and is projected to reach USD 61.72 billion by 2030, expanding at a compound annual growth rate (CAGR) of 6.28% over the forecast period.

Market growth is being driven by rising beauty consciousness, the influence of social media, and increasing disposable incomes. Consumers are showing a strong preference for innovative, multifunctional, and clean beauty products, leading to greater demand for organic, vegan, and cruelty-free formulations. The integration of personalization and AI-powered product recommendations is enhancing customer engagement, while the expansion of e-commerce and digital marketing channels continues to accelerate sales.

Trends such as premiumization, celebrity brand endorsements, and influencer collaborations are reshaping consumer behavior and brand positioning.

Key Market Drivers

Increasing Beauty Awareness and the Role of Social Media

A major driver of market expansion is the growing emphasis on beauty and self-care

across diverse consumer segments. Social media platforms such as Instagram, TikTok, and YouTube have transformed how beauty trends are introduced and disseminated globally. Influencers, content creators, and celebrity endorsements significantly shape consumer preferences, often spurring viral demand for trending products.

The widespread availability of beauty tutorials, product reviews, and user-generated content empowers consumers to explore and adopt new products and techniques with ease. According to recent data, 68% of consumers actively seek skincare and cosmetic products with clean, non-toxic ingredients, and 41% cite social media as a key influence in their purchase decisions.

Additionally, makeup is increasingly viewed not only as a cosmetic tool but also as a form of self-expression and a means to boost confidence and mental well-being. Gen Z and millennial consumers, in particular, are drawn to innovative, high-quality products that align with their personal values and aesthetic preferences. As a result, brands are frequently launching limited-edition collections, trend-based product lines, and influencer collaborations to stay relevant and drive customer engagement.

Key Market Challenges

Intensifying Competition and Market Saturation

The makeup industry is experiencing heightened competition, with a proliferation of both legacy brands and emerging players competing for market share. The growth of indie and direct-to-consumer (DTC) beauty brands has disrupted traditional business models, compelling established players to innovate and differentiate.

Digital platforms and e-commerce have lowered barriers to entry, enabling smaller brands to penetrate niche markets with targeted marketing and influencer partnerships. However, the abundance of options has led to reduced brand loyalty, with consumers frequently switching between brands based on new trends, social endorsements, and product innovations.

The fast-paced nature of beauty trends, largely driven by social media algorithms and short-form content platforms like TikTok, puts pressure on brands to continually introduce new offerings. This constant demand for innovation can stretch R&D budgets and challenge product development timelines.

To remain competitive, brands must focus on unique value propositions, robust brand storytelling, and personalized customer experiences that go beyond traditional marketing.

Key Market Trends

Adoption of Digital and AI-Powered Beauty Technologies

Technological innovation is playing a transformative role in reshaping the consumer makeup experience. The integration of artificial intelligence (AI), augmented reality (AR), and digital beauty tools is revolutionizing how customers discover, test, and purchase makeup products.

AR-enabled virtual try-on solutions allow users to experiment with different makeup looks via smartphones or online platforms, reducing hesitation and increasing purchase confidence. At the same time, AI-powered apps can analyze individual skin tones, textures, and preferences to recommend tailored product options, significantly improving customer satisfaction.

Leading beauty brands are increasingly investing in smart shade matching technologies, helping customers find ideal foundation or lipstick shades that align with their unique features. These advancements are not only enhancing convenience but also supporting inclusivity and personalization in the shopping journey.

As digital transformation continues to reshape the beauty landscape, companies that embrace innovation and data-driven personalization are likely to gain a competitive edge.

Key Market Players

L'Oréal S.A.

Unilever plc

Avon Products, Inc.

Revlon Consumer Products LLC

Coty Inc.

The Procter & Gamble Company

Kao Corporation

Shiseido Co., Ltd.

Benefit Cosmetics LLC

The Est?e Lauder Companies Inc.

Report Scope:

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

Makeup Market, By Product:

Powders

Gels

Lotions

Others

Makeup Market, By Application Area:

Lips

Eyes

Face

Nails

Makeup Market, By Sales Channel:

Hypermarket/Supermarket

Specialty Store

Online

Others

Makeup Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Makeup Market.

Available Customizations:

Global Makeup 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. GLOBAL MAKEUP MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Product (Powders, Gels, Lotions, Others)
 - 4.2.2. By Application Area (Lips, Eyes, Face, Nails)
 - 4.2.3. By Sales Channel (Hypermarket/Supermarket, Specialty Store, Online, Others)
 - 4.2.4. By Region

4.2.5. By Company (2024)

4.3. Market Map

5. NORTH AMERICA MAKEUP MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product

5.2.2. By Application Area

5.2.3. By Sales Channel

5.2.4. By Country

5.3. North America: Country Analysis

5.3.1. United States Makeup Market Outlook

5.3.1.1. Market Size & Forecast

5.3.1.1.1. By Value

5.3.1.2. Market Share & Forecast

5.3.1.2.1. By Product

5.3.1.2.2. By Application Area

5.3.1.2.3. By Sales Channel

5.3.2. Canada Makeup Market Outlook

5.3.2.1. Market Size & Forecast

5.3.2.1.1. By Value

5.3.2.2. Market Share & Forecast

5.3.2.2.1. By Product

5.3.2.2.2. By Application Area

5.3.2.2.3. By Sales Channel

5.3.3. Mexico Makeup Market Outlook

5.3.3.1. Market Size & Forecast

5.3.3.1.1. By Value

5.3.3.2. Market Share & Forecast

5.3.3.2.1. By Product

5.3.3.2.2. By Application Area

5.3.3.2.3. By Sales Channel

6. EUROPE MAKEUP MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product

6.2.2. By Application Area

6.2.3. By Sales Channel

6.2.4. By Country

6.3. Europe: Country Analysis

6.3.1. France Makeup Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product

6.3.1.2.2. By Application Area

6.3.1.2.3. By Sales Channel

6.3.2. Germany Makeup Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product

6.3.2.2.2. By Application Area

6.3.2.2.3. By Sales Channel

6.3.3. Spain Makeup Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product

6.3.3.2.2. By Application Area

6.3.3.2.3. By Sales Channel

6.3.4. Italy Makeup Market Outlook

6.3.4.1. Market Size & Forecast

6.3.4.1.1. By Value

6.3.4.2. Market Share & Forecast

6.3.4.2.1. By Product

6.3.4.2.2. By Application Area

6.3.4.2.3. By Sales Channel

6.3.5. United Kingdom Makeup Market Outlook

6.3.5.1. Market Size & Forecast

6.3.5.1.1. By Value

6.3.5.2. Market Share & Forecast

6.3.5.2.1. By Product

6.3.5.2.2. By Application Area

6.3.5.2.3. By Sales Channel

7. ASIA-PACIFIC MAKEUP MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product

7.2.2. By Application Area By Sales Channel

7.2.3. By Country

7.3. Asia-Pacific: Country Analysis

7.3.1. China Makeup Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product

7.3.1.2.2. By Application Area

7.3.1.2.3. By Sales Channel

7.3.2. Japan Makeup Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product

7.3.2.2.2. By Application Area

7.3.2.2.3. By Sales Channel

7.3.3. India Makeup Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product

7.3.3.2.2. By Application Area

7.3.3.2.3. By Sales Channel

7.3.4. South Korea Makeup Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product

7.3.4.2.2. By Application Area

- 7.3.4.2.3. By Sales Channel
- 7.3.5. Indonesia Makeup Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product
 - 7.3.5.2.2. By Application Area
 - 7.3.5.2.3. By Sales Channel

8. MIDDLE EAST & AFRICA MAKEUP MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product
 - 8.2.2. By Application Area
 - 8.2.3. By Sales Channel
 - 8.2.4. By Country
- 8.3. MEA: Country Analysis
 - 8.3.1. South Africa Makeup Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product
 - 8.3.1.2.2. By Application Area
 - 8.3.1.2.3. By Sales Channel
 - 8.3.2. Saudi Arabia Makeup Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product
 - 8.3.2.2.2. By Application Area
 - 8.3.2.2.3. By Sales Channel
 - 8.3.3. UAE Makeup Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product
 - 8.3.3.2.2. By Application Area

- 8.3.3.2.3. By Sales Channel
- 8.3.4. Turkey Makeup Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product
 - 8.3.4.2.2. By Application Area
 - 8.3.4.2.3. By Sales Channel

9. SOUTH AMERICA MAKEUP MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product
 - 9.2.2. By Application Area
 - 9.2.3. By Sales Channel
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Makeup Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product
 - 9.3.1.2.2. By Application Area
 - 9.3.1.2.3. By Sales Channel
 - 9.3.2. Argentina Makeup Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product
 - 9.3.2.2.2. By Application Area
 - 9.3.2.2.3. By Sales Channel
 - 9.3.3. Colombia Makeup Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product
 - 9.3.3.2.2. By Application Area

9.3.3.2.3. By Sales Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. PORTERS FIVE FORCES ANALYSIS

12.1. Competition in the Industry

12.2. Potential of New Entrants

12.3. Power of Suppliers

12.4. Power of Customers

12.5. Threat of Substitute Products

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. L'Oréal S.A.

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Products & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Unilever plc

13.1.3. Avon Products, Inc.

13.1.4. Revlon Consumer Products LLC

13.1.5. Coty Inc.

13.1.6. The Procter & Gamble Company

13.1.7. Kao Corporation

13.1.8. Shiseido Co., Ltd.

13.1.9. Benefit Cosmetics LLC

13.1.10. The Est?e Lauder Companies Inc.

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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