

Lip Gloss Market Size, Trends, Analysis, and Outlook By Finish (Glossy, Matte, Glitter, Others), By Type (Solid Cream Lip Balm, Liquid Gel Lip Balm, Others), By Distribution Channel (Departmental Stores, E-Commerce Platforms, Direct Selling, Others), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Lip Gloss Market Size is valued at \$3.6 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.3% to reach \$5 Billion by 2032.

The lip gloss market is growing as consumers seek versatile and stylish beauty products. The trend towards natural and cruelty-free formulations is boosting market expansion. Innovations in packaging and product finishes, along with targeted marketing strategies, are enhancing market potential, prompting suppliers to explore diverse lip gloss offerings.

Lip Gloss Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Lip Gloss survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Lip Gloss industry.

Key market trends defining the global Lip Gloss demand in 2025 and Beyond

The Lip Gloss industry remains an attractive hub for both domestic and global vendors.

As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Lip Gloss Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Lip Gloss industry

Leading Lip Gloss companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Lip Gloss companies.

Lip Gloss Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Lip Gloss Market Size Outlook- Historic and Forecast Revenue in Three Cases

Lip Gloss Market Size, Trends, Analysis, and Outlook By Finish (Glossy, Matte, Glitter, Others), By Type (Soli...

The Lip Gloss industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Lip Gloss Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Lip Gloss Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Lip Gloss market segments. Similarly, strong market demand encourages Canadian Lip Gloss companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Lip Gloss Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Lip Gloss industry remains the major market for companies in the European Lip Gloss industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Lip Gloss market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Lip Gloss Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Lip Gloss in Asia Pacific. In particular, China, India, and South East Asian Lip Gloss markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Lip Gloss Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Lip Gloss Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Lip Gloss market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Lip Gloss.

Lip Gloss Company Profiles

The global Lip Gloss market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Ariel Laboratories, CHANEL Ltd, Coty Inc, L'Oréal S.A., LVMH Moët Hennessy Louis Vuitton SE, Mary Kay Inc, Revlon Inc, Shiseido Co. Ltd, The Clorox Co., The Estée Lauder Co. Inc.

Recent Lip Gloss Market Developments

The global Lip Gloss market study presents recent market news and developments

including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Lip Gloss Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

Finish

Glossy

Matte

Glitter

Others

Type

Solid Cream Lip Balm

Liquid Gel Lip Balm

Others

Distribution Channel

Departmental Stores

E-Commerce Platforms

Direct Selling

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Ariel Laboratories

CHANEL Ltd

Coty Inc

L'Oréal S.A.

LVMH Moët Hennessy Louis Vuitton SE

Mary Kay Inc

Revlon Inc

Shiseido Co. Ltd

The Clorox Co.

The Estée Lauder Co. Inc

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. LIP GLOSS MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Lip Gloss Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Lip Gloss Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Lip Gloss Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Lip Gloss Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Lip Gloss Market Outlook to 2032

CHAPTER 5: LIP GLOSS MARKET DYNAMICS

Lip Gloss Market Size, Trends, Analysis, and Outlook By Finish (Glossy, Matte, Glitter, Others), By Type (Soli...

- 5.1 Key Lip Gloss Market Trends
- 5.2 Potential Lip Gloss Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL LIP GLOSS MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Finish
 - Glossy
 - Matte
 - Glitter
 - Others
- Type
 - Solid Cream Lip Balm
 - Liquid Gel Lip Balm
 - Others
- Distribution Channel
 - Departmental Stores
 - E-Commerce Platforms
 - Direct Selling
 - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA LIP GLOSS MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Finish
 - Glossy
 - Matte
 - Glitter
 - Others
- Type
 - Solid Cream Lip Balm
 - Liquid Gel Lip Balm
 - Others
- Distribution Channel
 - Departmental Stores

E-Commerce Platforms

Direct Selling

Others

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Lip Gloss Market Size Forecast, 2021- 2032

7.3.2 Canada Lip Gloss Market Size Forecast, 2021- 2032

7.3.3 Mexico Lip Gloss Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE LIP GLOSS MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Finish

Glossy

Matte

Glitter

Others

Type

Solid Cream Lip Balm

Liquid Gel Lip Balm

Others

Distribution Channel

Departmental Stores

E-Commerce Platforms

Direct Selling

Others

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Lip Gloss Market Size Forecast, 2021- 2032

8.3.2 France Lip Gloss Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Lip Gloss Market Size Forecast, 2021- 2032

8.3.4 Spain Lip Gloss Market Size Forecast, 2021- 2032

8.3.5 Italy Lip Gloss Market Size Forecast, 2021- 2032

8.3.6 Russia Lip Gloss Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Lip Gloss Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC LIP GLOSS MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Finish

Glossy

Matte

Glitter

Others

Type

Solid Cream Lip Balm

Liquid Gel Lip Balm

Others

Distribution Channel

Departmental Stores

E-Commerce Platforms

Direct Selling

Others

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Lip Gloss Market Size Forecast, 2021- 2032

9.3.2 India Lip Gloss Market Size Forecast, 2021- 2032

9.3.3 Japan Lip Gloss Market Size Forecast, 2021- 2032

9.3.4 South Korea Lip Gloss Market Size Forecast, 2021- 2032

9.3.5 Australia Lip Gloss Market Size Forecast, 2021- 2032

9.3.6 South East Asia Lip Gloss Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Lip Gloss Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA LIP GLOSS MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Finish

Glossy

Matte

Glitter

Others

Type

Solid Cream Lip Balm

Liquid Gel Lip Balm

Others

Distribution Channel

Departmental Stores

E-Commerce Platforms

Direct Selling

Others

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Lip Gloss Market Size Forecast, 2021- 2032

10.3.2 Argentina Lip Gloss Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Lip Gloss Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA LIP GLOSS MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Finish

Glossy

Matte

Glitter

Others

Type

Solid Cream Lip Balm

Liquid Gel Lip Balm

Others

Distribution Channel

Departmental Stores

E-Commerce Platforms

Direct Selling

Others

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Lip Gloss Market Size Forecast, 2021- 2032

11.3.2 The UAE Lip Gloss Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Lip Gloss Market Size Forecast, 2021- 2032

11.3.4 South Africa Lip Gloss Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Lip Gloss Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Ariel Laboratories

CHANEL Ltd

Coty Inc

L'Oréal S.A.

LVMH Moet Hennessy Louis Vuitton SE
Mary Kay Inc
Revlon Inc
Shiseido Co. Ltd
The Clorox Co.
The Estee Lauder Co. Inc

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources
13.2 Research Methodology
13.3 Data Triangulation and Validation
13.4 Assumptions and Limitations
13.5 Forecast Methodology
Appendix
A: Highlights of the Q4-2024 Version
B: Conclusion and Future Recommendations
C: Customization Options
D: Contact Information

List Of Figures

LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Lip Gloss Market Outlook by Type, 2021- 2032
- Figure 6: Global Lip Gloss Market Outlook by Application, 2021- 2032
- Figure 7: Global Lip Gloss Market Outlook by Region, 2021- 2032
- Figure 8: North America Lip Gloss Market Snapshot, Q4-2024
- Figure 9: North America Lip Gloss Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Lip Gloss Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Lip Gloss Market Share by Country, 2023
- Figure 12: Europe Lip Gloss Market Snapshot, Q4-2024
- Figure 13: Europe Lip Gloss Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Lip Gloss Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Lip Gloss Market Share by Country, 2023
- Figure 16: Asia Pacific Lip Gloss Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Lip Gloss Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Lip Gloss Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Lip Gloss Market Share by Country, 2023
- Figure 20: South America Lip Gloss Market Snapshot, Q4-2024
- Figure 21: South America Lip Gloss Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Lip Gloss Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Lip Gloss Market Share by Country, 2023
- Figure 24: Middle East and Africa Lip Gloss Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Lip Gloss Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Lip Gloss Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Lip Gloss Market Share by Country, 2023
- Figure 28: United States Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Lip Gloss Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Lip Gloss Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

- Table 1: Market Scope and Segmentation
- Table 2: Global Lip Gloss Market Size Outlook, \$Million, 2021 to 2032
- Table 3: Low Case Scenario Forecasts
- Table 4: Reference Case Scenario Forecasts
- Table 5: High Growth Scenario Forecasts
- Table 6: Global Lip Gloss Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Lip Gloss Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Lip Gloss Market Outlook by Type, 2021- 2032
- Table 10: North America- Lip Gloss Market Outlook by Country, 2021- 2032
- Table 11: Europe - Lip Gloss Market Outlook by Type, 2021- 2032
- Table 12: Europe - Lip Gloss Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Lip Gloss Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Lip Gloss Market Outlook by Country, 2021- 2032
- Table 15: South America- Lip Gloss Market Outlook by Type, 2021- 2032
- Table 16: South America- Lip Gloss Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Lip Gloss Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Lip Gloss Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Lip Gloss Companies
- Table 20: Product Profiles of Leading Lip Gloss Companies
- Table 21: SWOT Profiles of Leading Lip Gloss Companies

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