

## **Australia Make-Up Market to 2027**

Industry Report | 2023-11-06 | 47 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Australia Make-Up Market to 2027

#### Summary

Make-Up in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2022 exchange rates.
- The Australian Make-Up market had total revenues of \$882.2 million in 2022, representing a compound annual growth rate (CAGR) of 2.9% between 2017 and 2022.
- Market consumption volume increased with a CAGR of 0.5% between 2017 and 2022, to reach a total of 67.2 million units in 2022.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.6% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$1,004.5 million by the end of 2027.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the make-up market in

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Australia

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in Australia
- Leading company profiles reveal details of key make-up market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Australia make-up market with five year forecasts

## Reasons to Buy

- What was the size of the Australia make-up market by value in 2022?
- What will be the size of the Australia make-up market in 2027?
- What factors are affecting the strength of competition in the Australia make-up market?
- How has the market performed over the last five years?
- How large is Australia's make-up market in relation to its regional counterparts?

## Table of Contents:

### Table of Contents

#### 1 Executive Summary

##### 1.1. Market value

##### 1.2. Market value forecast

##### 1.3. Market volume

##### 1.4. Market volume forecast

##### 1.5. Category segmentation

##### 1.6. Geography segmentation

##### 1.7. Market share

##### 1.8. Market rivalry

##### 1.9. Competitive landscape

#### 2 Market Overview

##### 2.1. Market definition

##### 2.2. Market analysis

#### 3 Market Data

##### 3.1. Market value

##### 3.2. Market volume

#### 4 Market Segmentation

##### 4.1. Category segmentation

##### 4.2. Geography segmentation

##### 4.3. Market distribution

#### 5 Market Outlook

##### 5.1. Market value forecast

##### 5.2. Market volume forecast

#### 6 Five Forces Analysis

##### 6.1. Summary

##### 6.2. Buyer power

##### 6.3. Supplier power

##### 6.4. New entrants

##### 6.5. Threat of substitutes

##### 6.6. Degree of rivalry

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 7 Competitive Landscape

### 7.1. Market share

### 7.2. Who are the leading players in the Australian make-up market?

### 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?

### 7.4. Which companies market shares have suffered in the last 5 years (2017-2022)?

### 7.5. What are the most popular brands in the Australian make-up market?

## 8 Company Profiles

### 8.1. L'Oreal SA

### 8.2. The Estee Lauder Companies Inc

### 8.3. Revlon Inc

### 8.4. Coty Inc.

## 9 Macroeconomic Indicators

### 9.1. Country data

## 10 Appendix

### 10.1. Methodology

### 10.2. Industry associations

### 10.3. About MarketLine

## Australia Make-Up Market to 2027

Industry Report | 2023-11-06 | 47 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com