

Face Concealer Market By Type (Liquid Concealer, Cream Concealer, Stick, Balm), By Gender (Men, Women, Unisex), By End User (Personal, Commercial), By Distribution Channel (Hypermarket/Supermarket, Specialty Stores, Online Sales Channel, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2023-02-01 | 250 pages | Allied Market Research

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Report description:

The global face concealer market was valued at \$7.2 billion in 2021, and is projected to reach \$12 billion by 2031, growing at a CAGR of 5.5% from 2022 to 2031. A concealer, also known as a color corrector, is a type of cosmetic that is used to conceal skin imperfections. Dark circles under the eyes, blemishes, and hyperpigmentation are some of examples of these flaws. Concealer is a lighter cosmetic that can be used in conjunction with foundation to even out the skin tone. Concealer and foundation are both commonly used to make skin look more uniform in color and are available in a wide range of colors and opacities, though concealer is heavily pigmented.

The global concealer market is growing in tandem with the global facial makeup market. With the growing trend for polished looks and groomed personalities, there is an increase in the demand for facial makeup, which in turn leads to the growth of the facial make-up market. Other factors driving the concealer market's expansion include a rise in disposable income and consumer spending power. Furthermore, the availability of concealers on e-commerce websites has increased their global market sales.

Increased female labor-force participation and a surge in physical appearance sensitivity among millennial customers worldwide are driving the market growth. Consumer interest in facial makeup products has increased because of the influence of social media and the rise in the selfie trend, particularly among youngsters. Furthermore, constant product development by manufacturers, combined with aggressive marketing, has aided market growth. The rise in the disposable income of consumers, as well as their growing interest in personal hygiene and physical appearance, drive the market growth. Rise in the popularity of makeup among male consumers is expected to drive the growth of the face concealer market during the forecast period.

Furthermore, a significant increase in brand recognition and influence of makeup products such as concealers and foundations via social platforms is expected to drive market growth during the forecast period. The surge in consumer awareness of natural

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ingredient-based cosmetics and their effects on the human body drives market growth.□

Makeup contains several synthetic chemicals, such as preservatives, pigments, and other additives, which can cause serious side effects in the body, such as allergic reactions, acne, and black marks. A rise in customer awareness about the negative effects of makeup products is expected to limit the growth of the face concealer market during the forecast period.□

The face concealer market is segmented on the basis of type, gender, end user, distribution channel, and region. By type, the market is divided into liquid concealer, cream concealer, stick, and balm. By gender, the market is categorized into men, women, and unisex. By end-user, the market is bifurcated into personal and commercial. By distribution channel, the market is classified into hypermarkets/supermarkets, specialty stores, online sales channels, and others. Region-wise the market is classified into North America, Europe, Asia-Pacific, and LAMEA.□□

The players operating in the global market have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market. Key players included in the analysis of the face concealer market are Amway Corporation, Avon Products Inc, Bobbi Brown Professional Cosmetics, Inc., Dior, Estee Lauder Companies, FSN E-Commerce Ventures Limited, L'Oreal S.A., Oriflame Cosmetic S.A., Pacifica Beauty, Revlon Inc, Shiseido Co.Ltd., Skin Food Co Ltd, The Procter& Gamble Company, Unilever Plc, and Weleda.□

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the face concealer market analysis from 2021 to 2031 to identify the prevailing face concealer market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the face concealer market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global face concealer market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Type

- Liquid Concealer
- Sub-type
- Radiant Shimmer
- Matte
- Satin
- Cream Concealer
- Stick
- Balm

By Gender

- Men
- Women
- Unisex

By End User

- Personal
- Commercial

By Distribution Channel

- Hypermarket/Supermarket
- Specialty Stores
- Online Sales Channel

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- Others

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- UK

- Germany

- France

- Italy

- Spain

- Russia

- Sweden

- Netherlands

- Denmark

- Poland

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- Australia

- South Korea

- Thailand

- Malaysia

- Singapore

- Indonesia

- New Zealand

- Rest of Asia-Pacific

- LAMEA

- Brazil

- Argentina

- South Africa

- Middle East

- Saudi Arabia

- Egypt

- Nigeria

- Rest of LAMEA

- Key Market Players

- Amway Corporation

- Skin Food

- Armani Beauty

- The Avon Company

- Pacifica Beauty LLC

- Procter & Gamble

- L'Oreal Professional

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- Global cosmetics (HK) Company Limited
- Unilever plc
- Dior
- Oriflame Cosmetics S.A.
- Elizabeth Arden
- Weleda
- Shiseido Company, Limited
- Estee Lauder Companies Inc.

Table of Contents:

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research Methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
 - 3.3.1. Bargaining power of suppliers
 - 3.3.2. Bargaining power of buyers
 - 3.3.3. Threat of substitutes
 - 3.3.4. Threat of new entrants
 - 3.3.5. Intensity of rivalry
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Promotion on digital platforms
 - 3.4.1.2. Change in packaging styles and attractive marketing strategies
 - 3.4.1.3. Increase in demand for natural ingredients in cosmetic products
 - 3.4.2. Restraints
 - 3.4.2.1. Reduction in free trade between countries
 - 3.4.2.2. Availability of counterfeit products and fluctuation in the price of raw material
 - 3.4.3. Opportunities
 - 3.4.3.1. Introduction of innovative products
 - 3.4.3.2. Growth in demand for organic cosmetics

- 3.5. COVID-19 Impact Analysis on the market

CHAPTER 4: FACE CONCEALER MARKET, BY TYPE

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- 4.1. Overview
 - 4.1.1. Market size and forecast
- 4.2. Liquid Concealer
 - 4.2.1. Key market trends, growth factors and opportunities
 - 4.2.2. Market size and forecast, by region
 - 4.2.3. Market share analysis by country
 - 4.2.4. Liquid Concealer Face Concealer Market by Sub-type
 - 4.2.4.1. Radiant Shimmer Market size and forecast, by region
 - 4.2.4.2. Matte Market size and forecast, by region
 - 4.2.4.3. Satin Market size and forecast, by region
- 4.3. Cream Concealer
 - 4.3.1. Key market trends, growth factors and opportunities
 - 4.3.2. Market size and forecast, by region
 - 4.3.3. Market share analysis by country
- 4.4. Stick
 - 4.4.1. Key market trends, growth factors and opportunities
 - 4.4.2. Market size and forecast, by region
 - 4.4.3. Market share analysis by country
- 4.5. Balm
 - 4.5.1. Key market trends, growth factors and opportunities
 - 4.5.2. Market size and forecast, by region
 - 4.5.3. Market share analysis by country
- CHAPTER 5: FACE CONCEALER MARKET, BY GENDER
 - 5.1. Overview
 - 5.1.1. Market size and forecast
 - 5.2. Men
 - 5.2.1. Key market trends, growth factors and opportunities
 - 5.2.2. Market size and forecast, by region
 - 5.2.3. Market share analysis by country
 - 5.3. Women
 - 5.3.1. Key market trends, growth factors and opportunities
 - 5.3.2. Market size and forecast, by region
 - 5.3.3. Market share analysis by country
 - 5.4. Unisex
 - 5.4.1. Key market trends, growth factors and opportunities
 - 5.4.2. Market size and forecast, by region
 - 5.4.3. Market share analysis by country
- CHAPTER 6: FACE CONCEALER MARKET, BY END USER
 - 6.1. Overview
 - 6.1.1. Market size and forecast
 - 6.2. Personal
 - 6.2.1. Key market trends, growth factors and opportunities
 - 6.2.2. Market size and forecast, by region
 - 6.2.3. Market share analysis by country
 - 6.3. Commercial
 - 6.3.1. Key market trends, growth factors and opportunities
 - 6.3.2. Market size and forecast, by region

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6.3.3. Market share analysis by country

CHAPTER 7: FACE CONCEALER MARKET, BY DISTRIBUTION CHANNEL

7.1. Overview

7.1.1. Market size and forecast

7.2. Hypermarket/Supermarket

7.2.1. Key market trends, growth factors and opportunities

7.2.2. Market size and forecast, by region

7.2.3. Market share analysis by country

7.3. Specialty Stores

7.3.1. Key market trends, growth factors and opportunities

7.3.2. Market size and forecast, by region

7.3.3. Market share analysis by country

7.4. Online Sales Channel

7.4.1. Key market trends, growth factors and opportunities

7.4.2. Market size and forecast, by region

7.4.3. Market share analysis by country

7.5. Others

7.5.1. Key market trends, growth factors and opportunities

7.5.2. Market size and forecast, by region

7.5.3. Market share analysis by country

CHAPTER 8: FACE CONCEALER MARKET, BY REGION

8.1. Overview

8.1.1. Market size and forecast By Region

8.2. North America

8.2.1. Key trends and opportunities

8.2.2. Market size and forecast, by Type

8.2.2.1. North America Liquid Concealer Face Concealer Market by Sub-type

8.2.3. Market size and forecast, by Gender

8.2.4. Market size and forecast, by End User

8.2.5. Market size and forecast, by Distribution Channel

8.2.6. Market size and forecast, by country

8.2.6.1. U.S.

8.2.6.1.1. Key market trends, growth factors and opportunities

8.2.6.1.2. Market size and forecast, by Type

8.2.6.1.3. Market size and forecast, by Gender

8.2.6.1.4. Market size and forecast, by End User

8.2.6.1.5. Market size and forecast, by Distribution Channel

8.2.6.2. Canada

8.2.6.2.1. Key market trends, growth factors and opportunities

8.2.6.2.2. Market size and forecast, by Type

8.2.6.2.3. Market size and forecast, by Gender

8.2.6.2.4. Market size and forecast, by End User

8.2.6.2.5. Market size and forecast, by Distribution Channel

8.2.6.3. Mexico

8.2.6.3.1. Key market trends, growth factors and opportunities

8.2.6.3.2. Market size and forecast, by Type

8.2.6.3.3. Market size and forecast, by Gender

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- 8.2.6.3.4. Market size and forecast, by End User
- 8.2.6.3.5. Market size and forecast, by Distribution Channel
- 8.3. Europe
 - 8.3.1. Key trends and opportunities
 - 8.3.2. Market size and forecast, by Type
 - 8.3.2.1. Europe Liquid Concealer Face Concealer Market by Sub-type
 - 8.3.3. Market size and forecast, by Gender
 - 8.3.4. Market size and forecast, by End User
 - 8.3.5. Market size and forecast, by Distribution Channel
 - 8.3.6. Market size and forecast, by country
 - 8.3.6.1. UK
 - 8.3.6.1.1. Key market trends, growth factors and opportunities
 - 8.3.6.1.2. Market size and forecast, by Type
 - 8.3.6.1.3. Market size and forecast, by Gender
 - 8.3.6.1.4. Market size and forecast, by End User
 - 8.3.6.1.5. Market size and forecast, by Distribution Channel
 - 8.3.6.2. Germany
 - 8.3.6.2.1. Key market trends, growth factors and opportunities
 - 8.3.6.2.2. Market size and forecast, by Type
 - 8.3.6.2.3. Market size and forecast, by Gender
 - 8.3.6.2.4. Market size and forecast, by End User
 - 8.3.6.2.5. Market size and forecast, by Distribution Channel
 - 8.3.6.3. France
 - 8.3.6.3.1. Key market trends, growth factors and opportunities
 - 8.3.6.3.2. Market size and forecast, by Type
 - 8.3.6.3.3. Market size and forecast, by Gender
 - 8.3.6.3.4. Market size and forecast, by End User
 - 8.3.6.3.5. Market size and forecast, by Distribution Channel
 - 8.3.6.4. Italy
 - 8.3.6.4.1. Key market trends, growth factors and opportunities
 - 8.3.6.4.2. Market size and forecast, by Type
 - 8.3.6.4.3. Market size and forecast, by Gender
 - 8.3.6.4.4. Market size and forecast, by End User
 - 8.3.6.4.5. Market size and forecast, by Distribution Channel
 - 8.3.6.5. Spain
 - 8.3.6.5.1. Key market trends, growth factors and opportunities
 - 8.3.6.5.2. Market size and forecast, by Type
 - 8.3.6.5.3. Market size and forecast, by Gender
 - 8.3.6.5.4. Market size and forecast, by End User
 - 8.3.6.5.5. Market size and forecast, by Distribution Channel
 - 8.3.6.6. Russia
 - 8.3.6.6.1. Key market trends, growth factors and opportunities
 - 8.3.6.6.2. Market size and forecast, by Type
 - 8.3.6.6.3. Market size and forecast, by Gender
 - 8.3.6.6.4. Market size and forecast, by End User
 - 8.3.6.6.5. Market size and forecast, by Distribution Channel
 - 8.3.6.7. Sweden

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- 8.3.6.7.1. Key market trends, growth factors and opportunities
- 8.3.6.7.2. Market size and forecast, by Type
- 8.3.6.7.3. Market size and forecast, by Gender
- 8.3.6.7.4. Market size and forecast, by End User
- 8.3.6.7.5. Market size and forecast, by Distribution Channel
- 8.3.6.8. Netherlands
 - 8.3.6.8.1. Key market trends, growth factors and opportunities
 - 8.3.6.8.2. Market size and forecast, by Type
 - 8.3.6.8.3. Market size and forecast, by Gender
 - 8.3.6.8.4. Market size and forecast, by End User
 - 8.3.6.8.5. Market size and forecast, by Distribution Channel
- 8.3.6.9. Denmark
 - 8.3.6.9.1. Key market trends, growth factors and opportunities
 - 8.3.6.9.2. Market size and forecast, by Type
 - 8.3.6.9.3. Market size and forecast, by Gender
 - 8.3.6.9.4. Market size and forecast, by End User
 - 8.3.6.9.5. Market size and forecast, by Distribution Channel
- 8.3.6.10. Poland
 - 8.3.6.10.1. Key market trends, growth factors and opportunities
 - 8.3.6.10.2. Market size and forecast, by Type
 - 8.3.6.10.3. Market size and forecast, by Gender
 - 8.3.6.10.4. Market size and forecast, by End User
 - 8.3.6.10.5. Market size and forecast, by Distribution Channel
- 8.3.6.11. Rest of Europe
 - 8.3.6.11.1. Key market trends, growth factors and opportunities
 - 8.3.6.11.2. Market size and forecast, by Type
 - 8.3.6.11.3. Market size and forecast, by Gender
 - 8.3.6.11.4. Market size and forecast, by End User
 - 8.3.6.11.5. Market size and forecast, by Distribution Channel
- 8.4. Asia-Pacific
 - 8.4.1. Key trends and opportunities
 - 8.4.2. Market size and forecast, by Type
 - 8.4.2.1. Asia-Pacific Liquid Concealer Face Concealer Market by Sub-type
 - 8.4.3. Market size and forecast, by Gender
 - 8.4.4. Market size and forecast, by End User
 - 8.4.5. Market size and forecast, by Distribution Channel
 - 8.4.6. Market size and forecast, by country
 - 8.4.6.1. China
 - 8.4.6.1.1. Key market trends, growth factors and opportunities
 - 8.4.6.1.2. Market size and forecast, by Type
 - 8.4.6.1.3. Market size and forecast, by Gender
 - 8.4.6.1.4. Market size and forecast, by End User
 - 8.4.6.1.5. Market size and forecast, by Distribution Channel
 - 8.4.6.2. Japan
 - 8.4.6.2.1. Key market trends, growth factors and opportunities
 - 8.4.6.2.2. Market size and forecast, by Type
 - 8.4.6.2.3. Market size and forecast, by Gender

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- 8.4.6.2.4. Market size and forecast, by End User
- 8.4.6.2.5. Market size and forecast, by Distribution Channel
- 8.4.6.3. India
 - 8.4.6.3.1. Key market trends, growth factors and opportunities
 - 8.4.6.3.2. Market size and forecast, by Type
 - 8.4.6.3.3. Market size and forecast, by Gender
 - 8.4.6.3.4. Market size and forecast, by End User
 - 8.4.6.3.5. Market size and forecast, by Distribution Channel
- 8.4.6.4. Australia
 - 8.4.6.4.1. Key market trends, growth factors and opportunities
 - 8.4.6.4.2. Market size and forecast, by Type
 - 8.4.6.4.3. Market size and forecast, by Gender
 - 8.4.6.4.4. Market size and forecast, by End User
 - 8.4.6.4.5. Market size and forecast, by Distribution Channel
- 8.4.6.5. South Korea
 - 8.4.6.5.1. Key market trends, growth factors and opportunities
 - 8.4.6.5.2. Market size and forecast, by Type
 - 8.4.6.5.3. Market size and forecast, by Gender
 - 8.4.6.5.4. Market size and forecast, by End User
 - 8.4.6.5.5. Market size and forecast, by Distribution Channel
- 8.4.6.6. Thailand
 - 8.4.6.6.1. Key market trends, growth factors and opportunities
 - 8.4.6.6.2. Market size and forecast, by Type
 - 8.4.6.6.3. Market size and forecast, by Gender
 - 8.4.6.6.4. Market size and forecast, by End User
 - 8.4.6.6.5. Market size and forecast, by Distribution Channel
- 8.4.6.7. Malaysia
 - 8.4.6.7.1. Key market trends, growth factors and opportunities
 - 8.4.6.7.2. Market size and forecast, by Type
 - 8.4.6.7.3. Market size and forecast, by Gender
 - 8.4.6.7.4. Market size and forecast, by End User
 - 8.4.6.7.5. Market size and forecast, by Distribution Channel
- 8.4.6.8. Singapore
 - 8.4.6.8.1. Key market trends, growth factors and opportunities
 - 8.4.6.8.2. Market size and forecast, by Type
 - 8.4.6.8.3. Market size and forecast, by Gender
 - 8.4.6.8.4. Market size and forecast, by End User
 - 8.4.6.8.5. Market size and forecast, by Distribution Channel
- 8.4.6.9. Indonesia
 - 8.4.6.9.1. Key market trends, growth factors and opportunities
 - 8.4.6.9.2. Market size and forecast, by Type
 - 8.4.6.9.3. Market size and forecast, by Gender
 - 8.4.6.9.4. Market size and forecast, by End User
 - 8.4.6.9.5. Market size and forecast, by Distribution Channel
- 8.4.6.10. New Zealand
 - 8.4.6.10.1. Key market trends, growth factors and opportunities
 - 8.4.6.10.2. Market size and forecast, by Type

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- 8.4.6.10.3. Market size and forecast, by Gender
- 8.4.6.10.4. Market size and forecast, by End User
- 8.4.6.10.5. Market size and forecast, by Distribution Channel
- 8.4.6.11. Rest of Asia-Pacific
 - 8.4.6.11.1. Key market trends, growth factors and opportunities
 - 8.4.6.11.2. Market size and forecast, by Type
 - 8.4.6.11.3. Market size and forecast, by Gender
 - 8.4.6.11.4. Market size and forecast, by End User
 - 8.4.6.11.5. Market size and forecast, by Distribution Channel
- 8.5. LAMEA
 - 8.5.1. Key trends and opportunities
 - 8.5.2. Market size and forecast, by Type
 - 8.5.2.1. LAMEA Liquid Concealer Face Concealer Market by Sub-type
 - 8.5.3. Market size and forecast, by Gender
 - 8.5.4. Market size and forecast, by End User
 - 8.5.5. Market size and forecast, by Distribution Channel
 - 8.5.6. Market size and forecast, by country
 - 8.5.6.1. Brazil
 - 8.5.6.1.1. Key market trends, growth factors and opportunities
 - 8.5.6.1.2. Market size and forecast, by Type
 - 8.5.6.1.3. Market size and forecast, by Gender
 - 8.5.6.1.4. Market size and forecast, by End User
 - 8.5.6.1.5. Market size and forecast, by Distribution Channel
 - 8.5.6.2. Argentina
 - 8.5.6.2.1. Key market trends, growth factors and opportunities
 - 8.5.6.2.2. Market size and forecast, by Type
 - 8.5.6.2.3. Market size and forecast, by Gender
 - 8.5.6.2.4. Market size and forecast, by End User
 - 8.5.6.2.5. Market size and forecast, by Distribution Channel
 - 8.5.6.3. South Africa
 - 8.5.6.3.1. Key market trends, growth factors and opportunities
 - 8.5.6.3.2. Market size and forecast, by Type
 - 8.5.6.3.3. Market size and forecast, by Gender
 - 8.5.6.3.4. Market size and forecast, by End User
 - 8.5.6.3.5. Market size and forecast, by Distribution Channel
 - 8.5.6.4. Middle East
 - 8.5.6.4.1. Key market trends, growth factors and opportunities
 - 8.5.6.4.2. Market size and forecast, by Type
 - 8.5.6.4.3. Market size and forecast, by Gender
 - 8.5.6.4.4. Market size and forecast, by End User
 - 8.5.6.4.5. Market size and forecast, by Distribution Channel
 - 8.5.6.5. Saudi Arabia
 - 8.5.6.5.1. Key market trends, growth factors and opportunities
 - 8.5.6.5.2. Market size and forecast, by Type
 - 8.5.6.5.3. Market size and forecast, by Gender
 - 8.5.6.5.4. Market size and forecast, by End User
 - 8.5.6.5.5. Market size and forecast, by Distribution Channel

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- 8.5.6.6. Egypt
 - 8.5.6.6.1. Key market trends, growth factors and opportunities
 - 8.5.6.6.2. Market size and forecast, by Type
 - 8.5.6.6.3. Market size and forecast, by Gender
 - 8.5.6.6.4. Market size and forecast, by End User
 - 8.5.6.6.5. Market size and forecast, by Distribution Channel
- 8.5.6.7. Nigeria
 - 8.5.6.7.1. Key market trends, growth factors and opportunities
 - 8.5.6.7.2. Market size and forecast, by Type
 - 8.5.6.7.3. Market size and forecast, by Gender
 - 8.5.6.7.4. Market size and forecast, by End User
 - 8.5.6.7.5. Market size and forecast, by Distribution Channel
- 8.5.6.8. Rest of LAMEA
 - 8.5.6.8.1. Key market trends, growth factors and opportunities
 - 8.5.6.8.2. Market size and forecast, by Type
 - 8.5.6.8.3. Market size and forecast, by Gender
 - 8.5.6.8.4. Market size and forecast, by End User
 - 8.5.6.8.5. Market size and forecast, by Distribution Channel

CHAPTER 9: COMPETITIVE LANDSCAPE

- 9.1. Introduction
- 9.2. Top winning strategies
- 9.3. Product Mapping of Top 10 Player
- 9.4. Competitive Dashboard
- 9.5. Competitive Heatmap
- 9.6. Top player positioning, 2021

CHAPTER 10: COMPANY PROFILES

- 10.1. Amway Corporation
 - 10.1.1. Company overview
 - 10.1.2. Key Executives
 - 10.1.3. Company snapshot
 - 10.1.4. Operating business segments
 - 10.1.5. Product portfolio
- 10.2. The Avon Company
 - 10.2.1. Company overview
 - 10.2.2. Key Executives
 - 10.2.3. Company snapshot
 - 10.2.4. Operating business segments
 - 10.2.5. Product portfolio
- 10.3. Dior
 - 10.3.1. Company overview
 - 10.3.2. Key Executives
 - 10.3.3. Company snapshot
 - 10.3.4. Operating business segments
 - 10.3.5. Product portfolio
- 10.4. Estee Lauder Companies Inc.
 - 10.4.1. Company overview
 - 10.4.2. Key Executives

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- 10.4.3. Company snapshot
- 10.4.4. Operating business segments
- 10.4.5. Product portfolio
- 10.4.6. Business performance
- 10.5. Oriflame Cosmetics S.A.
 - 10.5.1. Company overview
 - 10.5.2. Key Executives
 - 10.5.3. Company snapshot
 - 10.5.4. Operating business segments
 - 10.5.5. Product portfolio
 - 10.5.6. Business performance
- 10.6. Pacifica Beauty LLC
 - 10.6.1. Company overview
 - 10.6.2. Key Executives
 - 10.6.3. Company snapshot
 - 10.6.4. Operating business segments
 - 10.6.5. Product portfolio
- 10.7. Elizabeth Arden
 - 10.7.1. Company overview
 - 10.7.2. Key Executives
 - 10.7.3. Company snapshot
 - 10.7.4. Operating business segments
 - 10.7.5. Product portfolio
- 10.8. Shiseido Company, Limited
 - 10.8.1. Company overview
 - 10.8.2. Key Executives
 - 10.8.3. Company snapshot
 - 10.8.4. Operating business segments
 - 10.8.5. Product portfolio
 - 10.8.6. Business performance
- 10.9. Skin Food
 - 10.9.1. Company overview
 - 10.9.2. Key Executives
 - 10.9.3. Company snapshot
 - 10.9.4. Operating business segments
 - 10.9.5. Product portfolio
- 10.10. Unilever plc
 - 10.10.1. Company overview
 - 10.10.2. Key Executives
 - 10.10.3. Company snapshot
 - 10.10.4. Operating business segments
 - 10.10.5. Product portfolio
 - 10.10.6. Business performance
- 10.11. Weleda
 - 10.11.1. Company overview
 - 10.11.2. Key Executives
 - 10.11.3. Company snapshot

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- 10.11.4. Operating business segments
- 10.11.5. Product portfolio
- 10.12. Armani Beauty
 - 10.12.1. Company overview
 - 10.12.2. Key Executives
 - 10.12.3. Company snapshot
 - 10.12.4. Operating business segments
 - 10.12.5. Product portfolio
- 10.13. L'Oreal Professional
 - 10.13.1. Company overview
 - 10.13.2. Key Executives
 - 10.13.3. Company snapshot
 - 10.13.4. Operating business segments
 - 10.13.5. Product portfolio
 - 10.13.6. Business performance
- 10.14. Procter & Gamble
 - 10.14.1. Company overview
 - 10.14.2. Key Executives
 - 10.14.3. Company snapshot
 - 10.14.4. Operating business segments
 - 10.14.5. Product portfolio
 - 10.14.6. Business performance
- 10.15. Global cosmetics (HK) Company Limited
 - 10.15.1. Company overview
 - 10.15.2. Key Executives
 - 10.15.3. Company snapshot
 - 10.15.4. Operating business segments
 - 10.15.5. Product portfolio

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