

## **Make-Up North America (NAFTA) Industry Guide 2019-2028**

Industry Report | 2024-07-20 | 153 pages | MarketLine

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### **Report description:**

Make-Up North America (NAFTA) Industry Guide 2019-2028

#### Summary

The NAFTA Make-up industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The make-up industry within the NAFTA countries had a total market value of \$23,044.0 million in 2023. The US was the fastest growing country, with a CAGR of 2.9% over the 2019-23 period.
- Within the make-up industry, the US is the leading country among the NAFTA bloc, with market revenues of \$19,734.3 million in 2023. This was followed by Mexico and Canada, with a value of \$1,673.0 and \$1,636.7 million, respectively.
- The US is expected to lead the make-up industry in the NAFTA bloc, with a value of \$24,976.1 million in 2028, followed by Mexico and Canada with expected values of \$2,243.8 and \$2,021.0 million, respectively.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the NAFTA make-up market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA make-up market
- Leading company profiles reveal details of key make-up market players' NAFTA operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA make-up market with five

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year forecasts by both value and volume

- Compares data from the US, Canada and Mexico, alongside individual chapters on each country

#### Reasons to Buy

- What was the size of the NAFTA make-up market by value in 2023?
- What will be the size of the NAFTA make-up market in 2028?
- What factors are affecting the strength of competition in the NAFTA make-up market?
- How has the market performed over the last five years?
- Who are the top competitors in the NAFTA make-up market?

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