

Make-Up Global Industry Guide 2020-2029

Industry Report | 2025-11-24 | 360 pages | MarketLine

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Report description:

Make-Up Global Industry Guide 2020-2029

Summary

Global Make-Up industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume , and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Make-up market includes cosmetic products applied to the face, body, or nails to enhance or improve one's appearance, color, or texture.
- The market is segmented into eye make-up, face make-up, lip make-up, nail make-up, and make-up sets. The eye make-up segment includes eyeliner, eye shadow, mascara, and other eye make-up products. The face make-up segment covers blusher, foundation, face powder, and other face make-up products. The lip make-up segment includes lip liner, lipstick, lip gloss, and other lip make-up products. The nail make-up consists of nail polish.
- By distribution channel, the market is segmented into chemists/pharmacies, department stores, health & beauty stores, supermarkets and others. The scope of others includes cash & carries, e-commerce, hypermarkets, convenience stores, discounters, independent stores, parapharmacies/drugstores, direct sellers, warehouse clubs and dollar stores, variety stores & general merchandise retailers, etc.
- All market data and forecasts are based on nominal prices and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates. The USD values may show a declining trend for few countries such as Argentina, Turkey, Nigeria, Egypt, and Russia. This is primarily because of the impact of exchange rates considered.
- The global make-up market recorded revenues of \$70,510.8 million in 2024, representing a compound annual growth rate (CAGR) of 1.7% between 2019-24.

- Market consumption volumes declined with a negative CAGR of 0.5% between 2019-24, reaching a total of 6,556.1 million units in 2024.
- The global make-up market registered sluggish growth during 2019-24, primarily due to the COVID-19 pandemic led to reduced social interactions and a shift to remote work, decreasing the need for make-up. Inflation and economic instability have caused consumers to prioritize essential items over non-essential beauty products.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global make-up market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global make-up market
- 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 global make-up market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the global make-up market by value in 2024?
- What will be the size of the global make-up market in 2029?
- What factors are affecting the strength of competition in the global make-up market?
- How has the market performed over the last five years?
- Who are the top competitors in the global make-up market?

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