

## **Make-Up North America (NAFTA) Industry Guide 2020-2029**

Industry Report | 2025-11-24 | 139 pages | MarketLine

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### **Report description:**

Make-Up North America (NAFTA) Industry Guide 2020-2029

#### Summary

The NAFTA 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

- 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 \$24,679.6 million in 2024. The Canada was the fastest growing country, with a CAGR of 8.4% over the 2020-24 period.
- Within the make-up industry, the US is the leading country among the NAFTA bloc, with market revenues of \$21,159.6 million in 2024. This was followed by Canada and Mexico, with a value of \$1,774.8 and \$1,745.2 million, respectively.
- The US is expected to lead the make-up industry in the NAFTA bloc, with a value of \$26,022.6 million in 2029, followed by Canada and Mexico with expected values of \$2,384.4 and \$2,244.8 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 2024?
- What will be the size of the NAFTA make-up market in 2029?
- 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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