

**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?

## Table of Contents:

Table of Contents

1 Introduction

1.1. What is this report about?

1.2. Who is the target reader?

1.3. How to use this report

1.4. Definitions

2 NAFTA Make-Up

2.1. Industry Outlook

3 Make-Up in Canada

3.1. Market Overview

3.2. Market Data

3.3. Market Segmentation

3.4. Market outlook

3.5. Five forces analysis

4 Macroeconomic Indicators

4.1. Country data

5 Make-Up in Mexico

5.1. Market Overview

5.2. Market Data

5.3. Market Segmentation

5.4. Market outlook

5.5. Five forces analysis

6 Macroeconomic Indicators

6.1. Country data

7 Make-Up in The United States

7.1. Market Overview

7.2. Market Data

7.3. Market Segmentation

7.4. Market outlook

7.5. Five forces analysis

8 Macroeconomic Indicators

8.1. Country data

9 Company Profiles

9.1. L'Oreal SA

9.2. The Estee Lauder Companies Inc

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9.3. LVMH Moet Hennessy Louis Vuitton SE

9.4. Coty Inc

9.5. Kao Corp

9.6. Shiseido Co Ltd

9.7. Chanel Ltd

9.8. Cosnova GmbH

9.9. Revlon Consumer Products Corporation

9.10. Natura & Co Holding SA

9.11. Grupo Boticario

9.12. Mary Kay Inc

9.13. Risque'y Cosmetics LLC

9.14. AmorePacific Holdings Corp

9.15. Unilever Plc

9.16. Colorbar Cosmetics Pvt Ltd

9.17. Martha Tilaar Group

9.18. Mandom Corp

9.19. PT Mustika Ratu Tbk

9.20. KIKO SpA

9.21. Deborah Group Spa

9.22. Betterware de Mexico SAPI de CV

9.23. Beauty Icons AB

9.24. Yves Rocher SA

9.25. Erkul Kozmetik Sanayi Ve Ticaret AS

9.26. Walgreens Boots Alliance Inc

10 Appendix

10.1. Methodology

10.2. About MarketLine

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