

Make-Up in China

Industry Report | 2025-11-13 | 47 pages | MarketLine

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Report description:

Make-Up in China

Summary

Make-Up in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, 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

- Makeup market includes cosmetic products applied to the face, body, or nails to enhance or improve one's appearance, color, or texture.
- The Chinese makeup market recorded revenues of \$8,840.6 million in 2024, representing a compound annual growth rate (CAGR) of 1.2% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 3.1% between 2019-24, reaching a total of 242.7 million units in 2024.
- The Chinese makeup market registered sluggish growth during 2019-24, primarily driven by the rising inflation and declining consumer expenditure on nonessential commodities.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in China
- Leading company profiles reveal details of key make-up market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the China make-up market with five year forecasts

Reasons to Buy

- What was the size of the China make-up market by value in 2024?
- What will be the size of the China make-up market in 2029?
- What factors are affecting the strength of competition in the China make-up market?
- How has the market performed over the last five years?
- What are the main segments that make up China's make-up market?

Table of Contents:

Table of Contents

1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value
- 3.2. Market volume

4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 Competitive Landscape

- 7.1. Market share
- 7.2. Who are the leading players in the Chinese make-up market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?

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7.4. Which companies market shares have suffered over the same period (2019-24)?

7.5. What are the most popular brands in the Chinese make-up market?

8 Company Profiles

8.1. L'Oreal SA

8.2. LVMH Moët Hennessy Louis Vuitton SE

8.3. The Estée Lauder Companies Inc

8.4. AmorePacific Holdings Corp

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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