

Make-Up in Europe

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

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Report description:

Make-Up in Europe

Summary

Make-Up in Europe 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 European makeup market recorded revenues of \$17,181.1 million in 2024, representing a compound annual growth rate (CAGR) of 1.5% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.3% between 2019-24, reaching a total of 1,677.5 million units in 2024.
- The European makeup market registered sluggish growth during 2019-24, primarily due to the economic challenges and the COVID19 pandemic. Despite traditionally high demand, makeup product sales declined from 2020 to 2022 due to lockdowns that kept people at home. Additionally, the growing preference for remote or hybrid work models reduced the usage of makeup products, leading to further decline.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the make-up market in Europe
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in

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Europe

- 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 Europe make-up market with five year forecasts

Reasons to Buy

- What was the size of the Europe make-up market by value in 2024?
- What will be the size of the Europe make-up market in 2029?
- What factors are affecting the strength of competition in the Europe make-up market?
- How has the market performed over the last five years?
- How large is Europe's make-up market in relation to its regional counterparts?

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