

## **Make-Up in North America**

Industry Report | 2025-11-13 | 46 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Make-Up in North America

#### Summary

Make-Up in North America industry profile provides top-line qualitative and quantitative summary information including: market share, 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 North American makeup market recorded revenues of \$24,679.6 million in 2024, representing a compound annual growth rate (CAGR) of 3.6% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.9% between 2019-24, reaching a total of 2,525.0 million units in 2024.
- The North American makeup market registered moderate growth during 2019-24, primarily due to the COVID19 pandemic led to reduced social interactions and a shift to remote work, decreasing the need for makeup.

#### Scope

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 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 North America make-up market with five year forecasts

#### Reasons to Buy

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. Which companies market shares have suffered over the same period (2019-24)?
- 7.5. What are the most popular brands in the North American make-up market?
- 7.6. What have been the most significant developments in the North American make-up market in 2024?

## 8 Company Profiles

- 8.1. L'Oreal SA
- 8.2. The Estee Lauder Companies Inc
- 8.3. LVMH Moet Hennessy Louis Vuitton SE
- 8.4. Coty Inc

## 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Make-Up in North America**

Industry Report | 2025-11-13 | 46 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-31"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com