

Covid-19 Impact on Global Liquid Lipstick Market 2020 Segmentation, Demand, Growth, Trend, Opportunity and Forecast 2021

"COVID-19 Impact on Liquid Lipstick Market Upcoming Trends, Growth Drivers and Challenges"

PUNE, MAHARASHTRA, INDIA, June 10, 2020 /EINPresswire.com/ -- Updated Research Report of [Liquid Lipstick Market 2020-2021](#):

Summary: –

A new market study, titled "COVID-19 Impact on Liquid Lipstick Market Upcoming Trends, Growth Drivers and Challenges" has been featured on WiseGuyReports.

Overview:-

COVID-19, the disease it causes, surfaced in late 2019, and now had become a full-blown crisis worldwide. Over fifty key countries had declared a national emergency to combat coronavirus. With cases spreading, and the epicentre of the outbreak shifting to Europe, North America, India and Latin America, life in these regions has been upended the way it had been in Asia earlier in the developing crisis. As the coronavirus pandemic has worsened, the entertainment industry has been upended along with most every other facet of life. As experts work toward a better understanding, the world shudders in fear of the unknown, a worry that has rocked global financial markets, leading to daily volatility in the U.S. stock markets.

The global Liquid Lipstick market was worth US\$ 12.6 Billion in 2018. Lipstick is a cosmetic product that is used to color the lips and contains oils, pigments, waxes and emollients. It is widely used for enhancing the texture of lips and providing a radiant look to the overall facial appearance. It is manufactured in a multi-stage process that begins with melting and mixing various ingredients, shaping them into tubular molds and then packaging the final product. Nowadays, lipsticks are also being enriched with vitamin E, glycerin and coconut oil to maintain healthy lips. They also act as a lip balm that provides both hydration and color to the lips. They are often worn by both men and women and are among the most commonly used makeup products across the globe.

Growing urbanization coupled with increasing working women base across the globe is the key factor driving the growth of the market. The demand for lipsticks has grown substantially among

women owing to their escalating purchasing power along with the growing consciousness about physical appearance. Furthermore, e-commerce platforms have brought massive changes to the beauty industry by providing consumers with a well-designed and immersive shopping experience. Attractive price concession along with easy accessibility offered by online retailers has also resulted in increasing product demand. Additionally, aggressive promotional activities by leading brands and established manufacturers on popular social media sites such as Facebook and Instagram are also contributing to burgeoning product demand. Moreover, owing to growing health-consciousness, consumers are increasingly opting for organic and lead-free lipsticks. Other factors such as product premiumization along with the introduction of lipsticks with customizable shades and personalized applicators are also fueling the market growth further. Looking forward, the publisher expects the market to reach a value of US\$ 15.1 Billion by 2021, registering a CAGR of around 3% during 2019-2021.

Key market players

Major competitors identified in this market include L'Oreal (France), PG (US), Estee Lauder (US), Relvon (US), LVMH (France), Shiseido (Japan), Chanel (France), ROHTO (Japan), Beiersdorf (Germany), DHC (Japan), Johnson & Johnson (US), Avon (US), Jahwa (Korea), JALA (China), etc.

@For Better Understanding, Download Free Sample PDF Copy of Liquid Lipstick Market Research Report:<https://www.wiseguyreports.com/sample-request/5340492-covid-19-impact-on-liquid-lipstick-market-global-research-reports-2020-2021>

Based on the Type:

- Matte
- Shimmer
- Gloss
- Lip Stain
- Sheer
- Other

Based on the Application:

- Under 18
- 18-30
- 30-40
- 40-50
- Above 50

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Note:

Our team is studying Covid-19 and its impact on various industry verticals and wherever required we will be considering Covid-19 footprints for a better analysis of markets and

industries. Cordially get in touch for more details.

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