

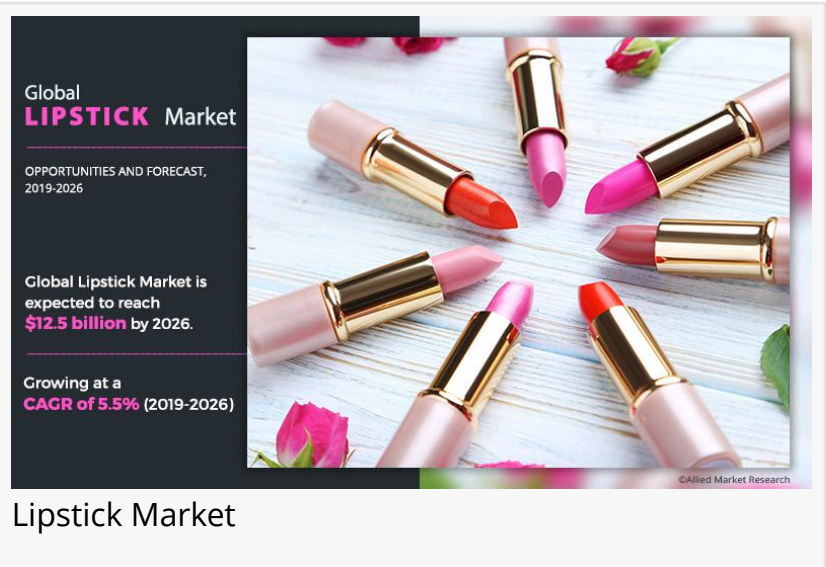
Lipstick Market is Projected to Rise \$12.5 Billion by 2026 | Leading Players: L'Oréal S.A, Revlon Inc., Coty, Unilever

According to a new report, The global lipstick market analysis is segmented on the basis of product type, form, distribution channel, and region.

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According to a new report published by Allied Market Research, titled, "[Lipstick Market](#) by Product Type, Form, and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2019-2026,". The global

lipstick market size was valued at \$8.2 billion in 2018 and is projected to reach \$12.5 billion by 2026, registering a CAGR of 5.5% from 2019 to 2026. The lockdown across various countries and ban on international travel has disrupted the supply chain and revenue chain.



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Shankar Bhandalkar

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Lipstick is a beauty product that adorns the lips by changing natural color of the lip. The major ingredients that lipsticks are used to make lipsticks includes wax, alcohol, pigments, oil, and emollient that provides texture, and protection to lips. There are different shades & colors

of lipstick such as red, pink, nude, peach, brown, maroon, and others available in the market that are compatible for different skin tones and lip shapes. Thus, offering consumers with variety of color options and allowing them to experiment with new colors.

In addition, there are different types of lipsticks including matte lipstick, glossy lipstick, stain

lipstick, and others and have specific purposes such as moisturizing and longwearing are available in the market. Thus, this fact is driving the growth of the lipstick market. In addition, the expansion of distribution channels such as online stores, supermarkets, hypermarkets, and others has made these lipsticks easily accessible to the consumers, which in turn contributes toward the lipstick market growth.

The matte lipstick segment is anticipated to garner highest the lipstick market share during the forecast period. This is attributed to the fact that consumers, mostly working women nowadays look for lipsticks, which can sustain and last longer throughout their busy days and prevent reapplying lipstick; thus, saving their time. Matte lipsticks tend to stay throughout the day over traditional lipsticks. This factor is expected to boost the lipstick market trends.

Upsurge in demand for natural, herbal, and organic lipsticks is anticipated to boost the growth of lipstick market in the upcoming years. This is attributable to rise in consumer awareness regarding the ill effects of harmful ingredients used in lipsticks, which lead to irritation, itching, and drying of lips. Thus, this fact has driven consumers toward the use of natural, herbal, and organic lipsticks. Moreover, lipstick manufacturers are now indulged in launching natural, organic, and herbal lipsticks to meet the rise in customer demands, which propels the growth of the lipstick market. For instance, Lotus Herbals manufactures beauty products including lipsticks that are made from natural ingredients and does not contain any synthetic and chemical based ingredients in it.

The global lipstick market analysis is segmented on the basis of product type, form, distribution channel, and region. Depending on product type, the lipstick market is classified into matte, glossy, lip powder, and others. By form, the market is classified into liquid, stick, and palettes. By distribution channel, it is fragmented into supermarkets/hypermarkets, specialty stores, and online stores. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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The key players for lipstick industry profiled in the report include L'Oréal S.A, Shiseido Company Limited, Revlon Inc., Coty, Estée Lauder Companies Inc., Christian Dior SE, Unilever, Guerlain, Inglot Sp. Z. O. O., and Relouis.

Key Benefits of the Report:

- This study presents the analytical depiction of the Lipstick Market industry along with the current trends and future estimations to determine the imminent investment pockets.
- The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the Lipstick Market share.
- The current market is quantitatively analyzed from 2019 to 2026 to highlight the global Lipstick

Market growth scenario.

- Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.
- The report provides a detailed Lipstick Market analysis based on competitive intensity and how the competition will take shape in coming years.

Reasons to Buy This Lipstick Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies

Related Reports:

□ [Lip Powder Market](#) Size, Opportunities and Forecast Assessment, 2021-2030

□ [Lip Care Market](#) Growth Opportunities In Global Industry By 2022-2029

□ Face Wash Market by Manufacturer, Region, Type and Application Forecast to 2026

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□ Cosmetics Face Serum Market Size, Share, Growth, Trends and Forecasts 2021-2030

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□ Rose Oil Market Growth Opportunities In Global Industry By 2027

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We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Allied Market Research CEO Pawan Kumar is instrumental in inspiring and encouraging everyone associated with the company to maintain high quality of data and help clients in every way possible to achieve success. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned.

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