

Lipstick Market to Booming Anticipated Grow at 5.5% CAGR, Projected to Acquire \$12.5 Billion by 2026

The matte lipstick segment accounted for the highest lipstick market share in 2018, growing at a CAGR of 4.7% from 2019 to 2026.

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The stick form of lipstick segment accounted for the highest market share in 2018, growing at a CAGR of 4.9% from 2019 to 2026.”

Roshan Deshmukh

/EINPresswire.com/ -- 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 report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.

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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.

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 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.

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.

According to the key market players, consumers are approaching for natural and organic lipstick due to the rise in concern for harmful effects of synthetic ingredients used in beauty products. Moreover, consumers are interested in experiencing new colors and shades of lipsticks according to their skin tones to look good and fashionable. Therefore, increase in investments in R&D activities and continuous efforts in launching new & improved lipsticks with more functionality that can meet the rise in demands for consumers are the key factors that boost the growth of the global lipstick market.

Rise in trend of powder lipsticks among the consumers due to the advantages such as long wearing colors without dryness, smudge proof, light weight, and can also be worn over or under lipstick for getting extra pigmentation, and others is anticipated to offer lucrative opportunity for the growth of the lipstick market in the near future.

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□□□□□□ □□□□□□□□: Conduct a comprehensive analysis of the lipstick market, including its size, growth rate, major players, and key regions. Look into market segments such as premium, mass-market, organic, etc., to understand where the growth opportunities lie.

□□□□□□□□ □□□□□□□□□□□□: Understand shifting consumer preferences regarding lipstick, including color preferences, formulations (e.g., matte, glossy, creamy), and packaging. Consumer demand for clean and sustainable beauty products is also growing, which presents an opportunity for brands to innovate in this area.

□□□□□□□□ □□□□□□: Monitor digital trends and social media platforms to identify emerging lipstick trends and consumer behaviors. Influencers and beauty bloggers often drive trends in the cosmetics industry, so staying attuned to their content can provide valuable insights.

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□□□□□□ □□□□□□□□□□: Explore opportunities for expansion into emerging markets where demand for cosmetics, including lipstick, is growing rapidly. Regions such as Asia-Pacific and Latin America present significant growth opportunities due to rising disposable incomes and increasing beauty consciousness.

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□ By product type, the matte lipstick segment accounted for the highest lipstick market share in 2018, growing at a CAGR of 4.7% from 2019 to 2026.

□ By form, the stick form of lipstick segment accounted for the highest market share in 2018, growing at a CAGR of 4.9% from 2019 to 2026.

- Depending on distribution channel, the supermarket/hypermarket segment occupied the maximum share in market in 2018, and is expected to dominate the market forecast.
- By region, Europe accounted for about 36.6% in 2018 of the market, and is expected to grow at a CAGR of 5.0%.

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- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
- Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
- Plan mergers and acquisitions meritoriously by identifying Top Manufacturer.
- Develop and design in-licensing and out-licensing strategies by identifying prospective partners with the most attractive projects to enhance and expand business potential and Scope.
- Classify potential new clients or partners in the target demographic.
- Develop tactical initiatives by understanding the focus areas of leading companies.
- Report will be updated with the latest data and delivered to you within 2-4 working days of order.
- Suitable for supporting your internal and external presentations with reliable high-quality data and analysis.
- Create regional and country strategies on the basis of local data and analysis.

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- How much is the lipstick market worth?
- What is the trend in the lipstick market?
- What is the target market for lipstick?
- What is the market analysis of lipstick?
- What is the most expensive lipstick company?
- What is the largest lipstick company in the world?

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- [Lip Powder Market](#) Size, Opportunities and Forecast Assessment, 2021-2030
- [Lip Care Market](#) Growth Opportunities In Global Industry By 2022-2029

□ Luxury Cosmetics Market is expected to garner \$81,247.6 million by 2026
<https://www.alliedmarketresearch.com/luxury-cosmetics-market>

□ Face Wash Market by Manufacturer, Region, Type and Application Forecast to 2026
<https://www.alliedmarketresearch.com/face-wash-market-A11887>

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

<https://www.alliedmarketresearch.com/cosmetics-face-serum-market>

□ Rose Oil Market Growth Opportunities In Global Industry By 2027

<https://www.alliedmarketresearch.com/rose-oil-market-A07069>

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