

Liquid Makeup Market Growth Driven by Rising Beauty Consciousness

The Business Research Company's Liquid Makeup Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LANDON, GREATER LONDON, UK, June

18, 2024 /EINPresswire.com/ -- The

[liquid makeup market](#) has exhibited significant growth, expanding from

\$8.35 billion in 2023 to an estimated

\$8.93 billion in 2024, with a compound annual growth rate (CAGR) of 6.9%. This growth trajectory is underpinned by factors such as the proliferation of social media and digital platforms, heightened awareness of skincare benefits, increasing demand for natural and organic products, and the embrace of inclusive beauty movements.



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Projected Growth and Market Dynamics

Anticipated to continue its expansion, the liquid makeup market is forecasted to reach \$11.12 billion by 2028, maintaining a CAGR of 5.6%. This growth will be propelled by the digitalization of shopping experiences, influence of Gen Z consumers, emphasis on sustainability and eco-friendly formulations, and the rising popularity of multi-

functional products. Key trends in the forecast period include the adoption of vegan and cruelty-free formulations, integration of advanced technologies, continuous product innovations, and strategic partnerships.

Beauty Consciousness Driving Market Expansion

The escalating awareness of personal grooming practices is expected to drive further growth in the liquid makeup market. Personal grooming encompasses various hygiene and appearance maintenance practices that contribute to self-confidence and social acceptance. Liquid makeup products, known for their versatility and ease of application, play a pivotal role in enhancing natural features, providing diverse finishes, and offering coverage options that cater to individual preferences. For instance, findings from a survey conducted by the New York Post in October 2022 highlighted significant differences in grooming habits between genders, underscoring the

importance of personal care routines in daily life.

Explore the global liquid makeup market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=14126&type=smp

Innovative Product Offerings

Leading companies in the liquid makeup market, including LVMH Moët Hennessy Louis Vuitton SE, L'Oréal S.A., and Estée Lauder Companies Inc., are focusing on product innovation to strengthen their market positions. Notably, Glossier introduced the G-Suite lipstick, a luxurious vegan product featuring a buttery demi-matte formula designed for long-lasting wear and vibrant color payoff. This launch exemplifies the industry's commitment to vegan beauty excellence and consumer-centric product development.

Regional Insights and Market Segmentation

Asia-Pacific emerged as the largest region in the liquid makeup market in 2023, driven by robust economic growth, increasing disposable incomes, and evolving beauty trends. The market analysis encompasses regions such as Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, offering comprehensive insights into regional dynamics and growth opportunities.

Segmentation Overview

1. By Product Type:

- o Foundation
- o Eye Products
- o Concealer
- o Lip Products
- o Other Products

2. By Gender:

- o Men
- o Women

3. By Distribution Channel:

- o Online
- o Offline

These segments enable detailed analysis of consumer preferences, market trends, and distribution strategies tailored to meet diverse market demands across different demographics and regions.

The liquid makeup market continues to expand driven by evolving consumer preferences, technological advancements, and sustainable product innovations. As beauty consciousness grows globally, industry players are poised to capitalize on opportunities by leveraging digital

platforms, enhancing product formulations, and meeting the demand for personalized beauty experiences.

For further insights into the liquid makeup market's dynamics and growth opportunities, access the complete report:

<https://www.thebusinessresearchcompany.com/report/liquid-makeup-global-market-report>

This comprehensive analysis provides a strategic framework for stakeholders to navigate the evolving landscape of the liquid makeup industry, fostering growth and innovation in a competitive market environment.

Liquid Makeup Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Liquid Makeup Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [liquid makeup market size](#), liquid makeup market drivers and trends, liquid makeup market major players, competitors' revenues, market positioning, and market growth across geographies. The liquid makeup market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

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