

Global Cruelty-Free Makeup Market Size, Share And Growth Analysis For 2024-2033

Cruelty-Free Makeup Global Market Report 2024 – Market Size, Trends, And Forecast 2024-2033

LONDON, GREATER LONDON, UK, July 12, 2024 /EINPresswire.com/ -- The [cruelty-free makeup market](#) has experienced robust growth in recent years, expanding from \$5.85 billion in 2023 to \$6.35 billion in 2024 at a

compound annual growth rate (CAGR) of 8.5%. The growth in the historic period can be attributed to rising lactose intolerance awareness, health and wellness trends, dietary trends, functional properties, clean label movement.



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Strong Future Growth Anticipated

The cruelty-free makeup market is projected to continue its strong growth, reaching \$8.37 billion in 2028 at a compound annual growth rate (CAGR) of 7.2%. The growth in the forecast period can be attributed to expanding health-conscious consumer base, plant-based alternatives integration, global dietary shifts, diverse product applications, clean and sustainable sourcing.

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Growth Driver Of The Cruelty-Free Makeup Market

Rising consumer focus on sustainability and natural ingredients is expected to propel the growth of the cruelty-free makeup market. Sustainability and natural ingredients in cruelty-free makeup refer to a beauty product category that prioritizes ethical and environmentally conscious principles. The increasing consumer emphasis on sustainability and natural ingredients is steering the demand for cruelty-free makeup, as individuals seek beauty products aligned with ethical values, minimal environmental impact, and a preference for eco-conscious choices.

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Major Players And Market Trends

Key players in the cruelty-free makeup market include Unilever PLC, L'Oréal S.A., Estée Lauder Companies Inc., Ulta Beauty Inc., bareMinerals, e.l.f. Beauty Inc., Tarte Inc., Kendo Holdings Inc., Juice Beauty, A.W. Faber-Castell Cosmetics GmbH, Axiology Beauty, theBalm Cosmetics, Milani Cosmetics, Pacifica Beauty LLC, Urban Decay Cosmetics LLC, Ere Perez Natural Cosmetics Pty Ltd., Gabriel Cosmetics Inc., Au Naturelle Cosmetics, Catrice Cosmetics, bllnc., Absolution Cosmetics, Clove + Hallow LLC, Lily Lolo, Elate Cosmetics, MO MI BEAUTY, Anastasia Beverly Hills, Hynt Beauty, Gressa Skin, Inika Organic, Emma Jean Cosmetics Inc..

Major companies operating in the cruelty-free makeup market aim to expand product lines and contribute a significant portion of their sales to conservation and rescue efforts for endangered animals. Expanding product lines in cruelty-free makeup refers to the process of beauty companies and brands diversifying their product offerings to cater to a wider range of customer preferences and needs.

Segments:

- 1) By Product Type: Cruelty Free Facial Makeup, Cruelty Free Eye Makeup, Cruelty Free Lip Makeup, Cruelty Free Nail Makeup
- 2) By Customer Orientation: Women, Unisex, Men, Kids
- 3) By Sales Channel: Modern Trade, Specialty Store, Salons And Spa, Departmental Stores, Convenience Stores, Online Stores

Geographical Insights: North America Leading The Market

North America was the largest region in the cruelty-free makeup market in 2023. Asia-Pacific is expected to be the fastest-growing region during the forecast period, driven by expanding healthcare facilities and increasing awareness of the benefits of cruelty-free makeup.

Cruelty-Free Makeup Market Definition

Cruelty-free makeup refers to cosmetic products that have not been tested on animals. This term is often used to describe makeup items produced without subjecting animals to harm or unnecessary suffering during the development, testing, and manufacturing processes.

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

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