

Lipstick Market Predicted to Grow 5.1% Annually to \$15.6 Billion by 2033 | Matte Lipstick Segment Lead

The global lipstick market size was valued at \$9.5 billion in 2023, is projected to reach \$15.6 Billion by 2033, growing at a CAGR of 5.1% from 2024 to 2033.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- Allied Market Research has released a new report on the "[Lipstick Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Product Type (Matte, Glossy, Lip Powder, Others) , by Form (Stick, Liquid, Palette), by Distribution Channel (Hypermarkets

and Supermarkets, Specialty Stores, Online Retail, Others) : Global Opportunity Analysis and Industry Forecast, 2024 - 2033". As per the report, the global industry is intended to gain a value of \$15.6 billion by 2033, up from an estimated \$9.5 billion in 2023. This represents a noteworthy CAGR of 5.1% during the forecast period from 2024 to 2033. The research report offers



Lipstick Market, 2033

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The matte lipstick segment accounted for the highest lipstick market share in 2023, growing at a CAGR of 4.1% from 2024 to 2033.”

Roshan Deshmukh

quantitative and qualitative analyses of the overall market environment, focusing on key investment opportunities, top market segments, value chain analysis, market dynamics, regional outlook, and the competitive landscape.

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Lipstick is a beauty product that adorns the lips by changing the natural color of the lip. The major ingredients that lipsticks are used to make lipsticks include wax, alcohol, pigments, oil, and emollients that provide 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 is compatible with different skin tones and lip shapes. Thus, offering consumers a 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 long-wearing available in the market. Thus, this fact is driving the lipstick market demand. In addition, the expansion of distribution channels such as online stores, supermarkets, hypermarkets, and others has made these lipsticks easily accessible to consumers, which in turn contributes toward the lipstick market growth.

Moreover, the AMR study helps identify areas for improvement by using analytical methods such as SWOT analysis and Porter's Five Forces model. This approach enables stakeholders and businesses to grasp market dynamics, recognize potential threats, and take advantage of growth opportunities. This strategic understanding helps in making informed decisions, boosts a competitive edge, and drives long-term business success.

Understanding Market Dynamics

The AMR report analyzes the significant factors driving expansion in the global [lipstick industry](#). It provides a brief overview of the drivers, potential opportunities, restraints, and more. This insight allows businesses to recognize market trends, assess future growth potential, and effectively manage risks. The landscape is witnessing robust growth owing to the rise in working women, the growing awareness of organic products, and the increasing focus on appearance among women, fueling higher demand for makeup products, particularly natural and daily-use lipsticks.

However, growing health concerns about chemical ingredients in lipsticks have impeded the non-organic market. Simultaneously, the high costs of natural and organic options could restrict availability for consumers conscious of expenses. These key challenges limit the industry's growth to some extent. Moreover, developing countries such as India, Japan, and China offer growth opportunities due to the rising disposable incomes and the changing beauty standards. At the same time, innovations in moisturizing and sun-protective lipsticks, along with sustainable packaging, appeal to health-conscious, eco-friendly consumers.

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Emerging Trends in the Lipstick Industry

Sustainable and eco-friendly lipsticks: Modern consumers prefer lipsticks formulated with natural, organic, and cruelty-free ingredients, housed in recyclable or biodegradable containers. For example, companies such as Axiology and Bite Beauty are leading the trend toward

sustainable beauty products, appealing to eco-conscious customers.

Long-lasting and transfer-proof formulas: The surge in mask usage has fueled the demand for long-lasting, smudge-proof lipsticks. Brands such as Maybelline's SuperStay Matte Ink and Fenty Beauty's Stunna Lip Paint are popular for their staying power in demanding conditions.

Competitive Landscape of the Lipstick Market

The research report also examines the competitive landscape of the global lipstick industry, providing thorough information on market quality, product offerings, R&D initiatives, and innovative strategies of key players. The AMR study also shows how these top entities use new techniques to stay competitive, helping businesses and stakeholders make informed decisions for growth and advancement.

- L'Oréal Group
- Estée Lauder Companies
- Shiseido Company
- Procter & Gamble
- Coty Inc.
- Chanel
- Dior (LVMH)
- Revlon Inc.
- Kao Corporation
- Unilever
- Amorepacific Corporation
- LVMH
- Avon Products Inc.
- Mary Kay Inc.
- Beiersdorf AG
- Hermès
- Huda Beauty
- Pat McGrath Labs
- Charlotte Tilbury Beauty Ltd
- Anastasia Beverly Hills.

To sum up, the global lipstick market report by Allied Market Research provides a positive outlook for the business's future. The assessment offers insights into emerging trends, market dynamics, and the competitive landscape, presenting ample opportunities for advancement and growth. The industry seems encouraged for significant expansion and transformative changes due to ongoing progress and new prospects in the coming years.

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- > This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the lipstick market analysis from 2024 to 2033 to identify the prevailing lipstick market opportunities.
- > The market research is offered along with information related to key drivers, restraints, and opportunities.
- > Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- > In-depth analysis of the lipstick market segmentation assists to determine the prevailing market opportunities.
- > Major countries in each region are mapped according to their revenue contribution to the global market.
- > Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- > The report includes the analysis of the regional as well as global lipstick market trends, key players, market segments, application areas, and market growth strategies.

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- 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 to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

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