Natural and Organic Lipstick Market Research Report - Global Forecast till 2024

Global Natural and Organic Lipstick Market Research Report: Information by Type (Stick, Liquid and others), Finish (Cream, Matte, Satin, Gloss and others), Distribution Channel [Store-Based (Hypermarkets and Supermarkets, Specialty Stores and others) and Non-Store-Based] and Region (North America, Europe, Asia-Pacific and Rest of the World) - Forecast till 2024

Market Scenario

The Global Natural and Organic Lipstick Market is expected to register a growth rate of 5.3% during the forecast period. The market is expected to garner a value of approximately USD 1.4 billion by the end of 2024. Lipstick is a beauty product which is made with pigments, emollients, oils, and waxes, that are applied on the lips for color and protection. Natural and organic lipsticks contain ingredients which are produced organically and contain no harmful chemicals. These lipsticks are generally formaldehyde-free and paraben-free due to which they do not cause any irritation to the skin and are considerably safer to use. Furthermore, rising consciousness about appearance among consumers has created immense opportunity for the natural and organic lipstick manufacturers to offer a variety of products to consumers. Also, due to most of the consumers prefer products which contain less to no chemicals, as chemicals can have harmful effects on the skin.

The market players are contributing to raising the awareness level among the consumers regarding the usage of high chemical content in beauty products. The manufacturers are focusing on offering more innovative products to the consumers to cater to the need of the consumer for various for natural and organic products. Easy availability of such natural and organic lipstick on E-commerce platforms as well as offline stores is resulting in the expansion of the global natural and organic lipstick market.

Segmentation

The global natural and organic lipstick market segmentation has been classified as type, finish, distribution channel, and region.

By type, the global natural and organic lipstick market has been categorized as stick, liquid, and others. The stick segment is expected to hold the majority market share, and the same segment is projected to register the highest CAGR during the review period according to the MRFR analysis.

Based on the finish, the global natural and organic lipstick market has been segmented as cream, matte, satin, gloss, and others. The cream segment is expected to hold the majority market share and is projected to register the highest CAGR during the review period, according to the MRFR analysis.

The global natural and organic lipstick market has been categorized, on the basis of the distribution channel, as store-based and non-store-based. The store-based segment has further been divided into supermarkets and hypermarkets, specialty stores, and others. The store-based segment is expected to account for the larger revenue share of the market. However, the non-store-based segment is expected to exhibit a higher growth rate during the forecast period of 2019 to 2024.

The global natural and organic lipstick market has been studied for four regions—North America, Europe, Asia-Pacific, and the rest of the world.

The North American natural and organic lipstick market has further been segmented into the US,
Canada, and Mexico. The European natural and organic lipstick market has been classified as the UK, Germany, France, Italy, Spain, and the rest of Europe. The natural and organic lipstick market in Asia-Pacific has been divided into China, India, Japan, Australia and New Zealand, and the rest of Asia-Pacific. The natural and organic lipstick market in the rest of the world has been segmented into South America, the Middle East, and Africa.

**Key Players**

- Lotus Herbals Limited (India)
- Counter Brands, LLC (US)
- Nudus Pty Ltd (Australia)
- Lippy Girl Makeup Ltd (Canada)
- Vapour Organic Beauty (US)
- Ecco Bella (US)
- W3ll People (US)
- Colorganics, Inc (US)
- SoulTree (India)
- bareMinerals (US)
- Josie Maran Cosmetics LLC (US)
- INIKA Organic (Australia)
- Paul Penders USA, LLC (US)
- Ruby's Organics (India)
- Eco Chic LLC (US)

**Regional Market Summary**

**Global Natural and Organic Lipstick Market Share (%), by Region, 2018**

Source: Secondary Sources and MRFR Analysis

The North American market is expected to account for the largest revenue share of the global natural and organic lipstick market during the research period due to the increasing usage of lipsticks is leading consumers to choose safer and less chemical-containing products. Thus, this factor is subsequently leading to a rise in the purchase of natural and organic lipstick in the region. However, the natural and organic lipstick market in Asia-Pacific is expected to register the highest CAGR during the forecast period due to increasing awareness among the consumers about high antioxidant content of natural and organic lipsticks which helps repair cell's damage of the skin. Moreover, the launch of an innovative variety of natural and organic lipstick, which are convenient to use is boosting the natural and organic lipstick market growth.

**Global Natural and Organic Lipstick Market, by Type**

- Stick
- Liquid
- Others

**Global Natural and Organic Lipstick Market, by Finish**

- Cream
Global Natural and Organic Lipstick Market, by Distribution Channel

- **Store-Based**
  - Supermarkets and Hypermarkets
  - Specialty Stores
  - Others

- **Non-Store-Based**

Global Natural and Organic Lipstick Market, by Region

- **North America**
  - US
  - Canada
  - Mexico

- **Europe**
  - Germany
  - France
  - Italy
  - Spain
  - UK
  - Rest of Europe

- **Asia-Pacific**
  - Japan
  - China
  - India
  - Australia and New Zealand
  - Rest of Asia-Pacific

- **Rest of the World (RoW)**
  - South America
  - Middle East
  - Africa

**Intended Audience**

- Natural and organic lipstick manufacturers
- Beauty and personal care manufacturers
- Retailers, supermarkets, and hypermarkets
- Traders, exporters, and importers

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