

# Anti Acne Makeup Market Size, Product, Trends, Key Companies, Revenue Share Analysis, by 2020–2028

*Market Size – USD 2.59 Billion in 2020, Growth - CAGR of 4.0%, Market Trends – Product launches, competitive pricing and research for high end Anti-Acne Makeup*

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/EINPresswire.com/ -- According to the current analysis by Reports and Data, it

was found that the Global [Anti Acne makeup market](#) is expected to hold a CAGR of 4% and will be valued at USD 3.54 Billion by the end of the forecast period in 2028. Acne Vulgaris is one of the most common forms skin diseases faced by people all around the globe. The path of progression undertaken by this market can be attributed to the upswing of population of the age between 15- 25 whose sebum creation occurs at rapid rate, causing severe dermatological damage. The natural causes coupled with unhealthy living habits have resulted in a considerably vast spectrum of consumers dispersed in several corners of the world. The research and development in this particular field has been able to bring out products which will cater to the diverse needs of its dynamic market.

The emergence of the quality and competitive benchmarking among the competitors have been able to improve the quality of these commodities. The competitive landscape of the market has forced the companies involved to undertake competitive pricing which has triggered the slight reduction of profits due to constant or rising factor prices. The products using Salicylic acid which results in opening of clogged pores and flushing out bacteria are the most popular one. Custom made makeup items and cosmetics taking into regard the skin type and colour has augmented the consumer base of these products. High end products like Clinique and Murad are demanded due to their quality and effectiveness.

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Companies considered and profiled in this market study:

Clinique, Proactiv, Murad, Neutrogena, Ancalima Lifesciences Ltd, Vichy, LaRochPosay,



Reports And Data

Mentholatum, Kose and DoctorLi.

## Segmentation

For the purpose of this study, Reports and Data have segmented Anti Acne makeup market on the basis of product, end use, distribution channel, active ingredients and region.

### Product (Revenue in USD Million; 2020–2028)

- Mask
- Emulsifiers
- Cleanser
- Others

### End Users (Revenue in USD Million; 2020–2028)

- Women
- Men

### Distribution Channels (Revenue in USD Million; 2020–2028)

- General stores
- Supermarkets
- Brand outlets
- Drug stores
- Online stores

### Active Ingredients used (Revenue in USD Million; 2020–2028)

- Salicylic acid
- Benzoyl peroxide

### Regional Outlook (Revenue in USD Million; 2020–2028)

- North America
- Europe
- Asia Pacific
- Middle East & Africa
- Latin America

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Further Key Findings from the report suggests that,

- The market has a highly competitive landscape dominated by nine players making it slightly fragmented.
- The market is driven by a steep rise in a section of population, who are willing to dispose their income on high end luxury goods which serves the purpose mentioned.
- The studies confirm that acne is a phenomenon which requires treatment and this has further

led to increased capital investments and capacity enhancing drives undertaken by existing firms.

- Consumption of these goods are comparatively lesser among the men, accounting to less than 35.7% of the entire market share.
- Combinations of Salicylic acid and Benzoyl peroxide are considered to be most effective active ingredients and it fights blackheads and pimples.
- It is difficult for new entrants from less developed countries due to severe restrictions and tests imposed by Food and Drug Association in USA due to budget constraints.
- Product launches and competitive pricing are regarded as the major strategies prevalent among competitors to capture the market share.
- Japan is at pace with Europe to become largest producer of these cosmetics. It is currently regarded as the second largest producer with 24 % of the market share
- In the consumer market, China, US and Europe stand in prime positions.
- Largest volume of sales take place through general departmental stores as well as super markets accounting to over 30% of the sales.

Key insights presented in the report:

- Market revenue shares by major business players, by type, application, and market scope of global Anti Acne Makeup market
  - Sales revenue by key players and new entrants
  - Competitive analysis of key players, including company overview, product or services specification, vendors, and buyers.
  - Recent mergers, acquisitions, product launches, recent investments, and joint ventures
- Regional analysis to provide insight into recent trends and opportunities.

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