

"Quantitative Analysis of MAC Cosmetics: Business Structure, Profitability, and Competitive Dynamics"

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Abstract: This inquires about and investigates the assorted profiles inside the worldwide makeup industry and gives an in-depth investigation of the development, deals, and income of MAC Makeup. By looking at key statistical variables such as age, salary, and sex, nearby psychographic factors like way of life and customer inclinations, the think about offers a comprehensive understanding of the market's driving powers. The investigation incorporates age-related utilization designs of excellence items, uncovering noteworthy patterns among distinctive age bunches, especially the solid engagement of more youthful shoppers. Moreover, the investigation consolidates use information from different nations, highlighting the driving corrective markets in created locales just like the Joined together States and Western Europe, whereas moreover recognizing developing markets in Asia and Latin America as key development regions. The study considers utilizing advertisement estimate examination over distinctive locales to survey potential openings for MAC Makeup to extend its nearness in fast-growing markets. Through the utilization of showcase development conditions and income projections, this inquires about gives profitable bits of knowledge for MAC Beauty care products to refine its advertisement techniques and capitalize on advancing customer patterns. The discoveries emphasize the significance of targeted marketing and item development to preserve competitive advantage within the progressively energetic worldwide makeup industry.

KEY WORDS: Cosmetics, Market, Brand, Product

Why I chose this topic:

Since MAC Cosmetics supports my passion and the last year of my fashion design education, I have a special place in my heart for this firm. As a pioneer in sales dominance, the corporation has been a leader in its field for decades, pushing people like me to achieve such high levels of economic authority. Additionally, they are a very charitable organization because they provide a portion of their earnings to the Mac AIDS Fund, which aids millions of helpless children worldwide. I volunteer at non-profit organizations as a hobby as well. Like MAC cosmetics, I hope to start my own business someday and one of my main objectives as a business owner is to help the less fortunate.

1. Introduction:

The corrective and excellence industry may be an energetic and quickly advancing segment that ranges a wide extend of items and administrations, counting skincare, haircare, cosmetics, scents, and wellness items. Here's an outline of the current state of the industry:

1. Showcase Measure and Development

- a. **Worldwide Showcase Esteem:** The worldwide excellence and individual care advertisement was esteemed at around \$530 billion in 2023 and is anticipated to proceed developing, with gauges proposing it might reach \$750 billion by 2027. **Development Drivers:** Variables such as expanding buyer mindfulness, rising expendable livelihoods, the impact of social media, and a developing request for natural and characteristic items are driving advertisement development.

2. Key Segments:

- a. **Skincare:** Usually the biggest portion, driven by shopper centre on anti-aging, sun security, and in general skin wellbeing. Advancements in items like serums, veils, and personalized skincare regimens are especially well known.
- b. **Cosmetics:** In spite of the fact that the cosmetics fragment confronted a transitory decay amid the widespread due to decreased social intelligence, it has bounced back as shoppers return to pre-pandemic schedules. Strong colors, long-lasting equations, and eco-friendly bundling are trending.
- c. **Haircare:** This portion incorporates shampoos, conditioners, hair medications, and styling products. There's a rising intrigued in items custom fitted to particular hair sorts and concerns, such as scalp wellbeing and hair misfortune anticipation.

- d. Scents: The scent advertise is additionally developing, with an outstanding increment in specialty and personalized scents. Consumers are progressively fascinated by feasible and cruelty-free choices.
- e. Wellness and Self-care: Items that advance all-encompassing wellness, such as supplements, fragrance based treatment, and excellence gadgets, are picking up footing.

3. Customer Patterns:

- a. Maintainability: Shoppers are progressively prioritizing eco-friendly, cruelty-free, and vegetarian items. Brands are reacting by advertising economical bundling, moral sourcing, and straightforward fixing records.
- b. Inclusivity: There's a solid request for inclusive excellence items that cater to different skin tones, hair sorts, and gender-neutral choices.
- c. Advanced Impact: Social media stages, influencers, and magnificence vloggers play a noteworthy part in forming shopper inclinations. Virtual try-on devices, increased reality (AR), and manufactured insights (AI) are being coordinates into online shopping encounters.
- d. Personalization: Brands are centring on advertising personalized excellence arrangements based on person skin sorts, concerns, and inclinations. Customizable items and membership administrations are getting to be more common.

4. Challenges:

- a. Control and Compliance: Exploring administrative systems over distinctive nations, particularly concerning item security and promoting claims, remains a challenge for worldwide brands.
- b. Supply Chain Issues: The industry faces challenges in guaranteeing a steady supply of crude materials, especially those that are characteristic or economically sourced. The COVID-19 widespread has moreover highlighted vulnerabilities in worldwide supply chains.
- c. Competition: The showcase is profoundly competitive, with both set up brands and rising indie brands competing for shopper consideration. Advancement and brand devotion are key to standing out.

5. Future Viewpoint:

- a. Innovation Integration: The utilize of AI, AR, and enormous information in item advancement, promoting, and client benefit is anticipated to extend, advertising more personalized and effective customer encounters.
- b. Mergers and Acquisitions: Huge magnificence aggregates are likely to proceed procuring littler, specialty brands to extend their portfolios and tap into modern customer fragments.
- c. Focus on Men's Grooming: The men's preparing advertise is growing, with expanded intrigued in skincare, haircare, and wellness items custom fitted for men.
- d. Wellbeing and Magnificence Merging: There's a developing slant towards items that bridge the crevice between excellence and wellness, such as ingestible magnificence supplements and probiotic skincare. This industry is exceedingly responsive to buyer requests and mechanical progressions, making it one of the foremost energetic segments all inclusive.

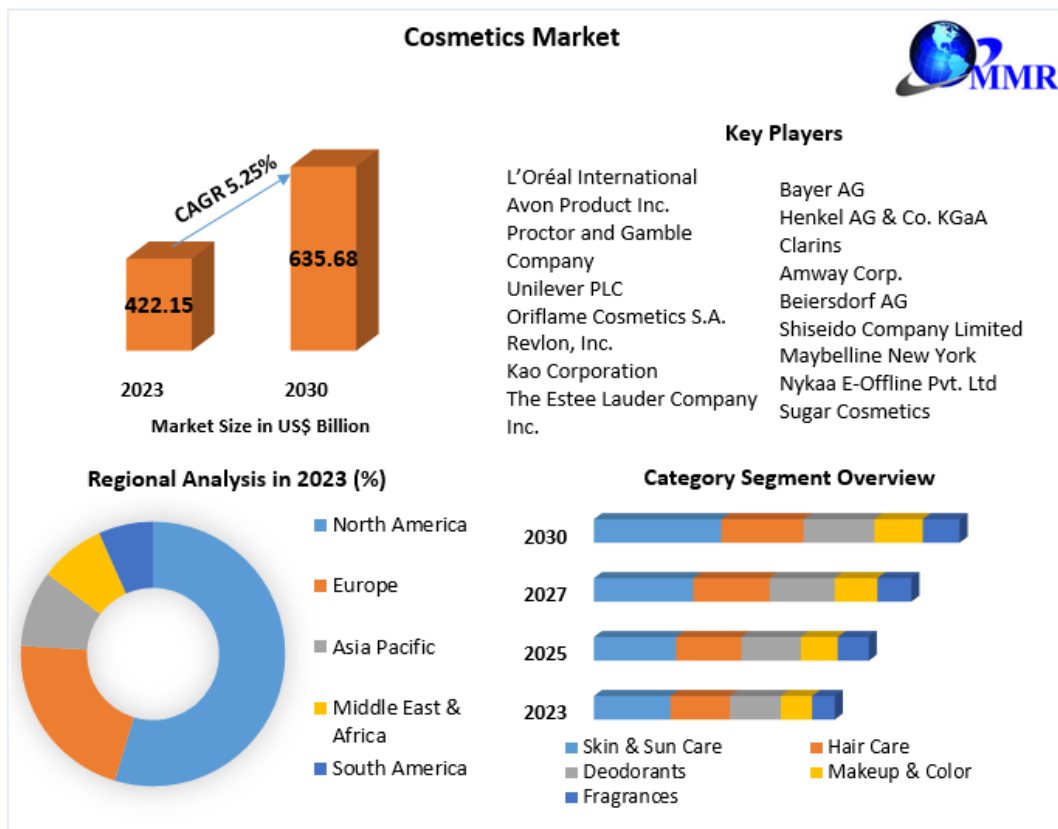


Fig 1: Cosmetic Market Analysis

2. About MAC Cosmetics:

- **History**

MAC Cosmetics is a well-known makeup brand that was established in Toronto, Canada, forty years ago in 1984. Frank Toskan, a makeup artist and photographer, and Frank Angelo, the proprietor of a salon, formed it. Ever since joining the Estée Lauder Companies in 1988, the company has maintained its headquarters in New York. With 500 free outlets, it is a leading global restorative brand with annual sales of more than \$1 billion. The company provides a large selection of makeup for both regular customers and experts. as the business's commitment to advancing racial, gender, and sexual equality. Fabrizio Freda is the Chief Executive Officer at the moment.

- **Mission and Vision of M.A.C**

"ALL RACES, ALL AGES, ALL SEXES" is the tagline of MAC. Although wide-mindedness and a broad perspective were uncommon at the time, MAC made an effort to break through that barrier. Makeup can be an art form that both experts and consumers may use to express themselves endlessly. To establish the benchmark as the leading authority on makeup in the world, producing goods for all skin tones and maintaining a record of high-quality services.

- **Market Structure**

Mac falls under "monopolistic competition" because it is a cosmetics sector. a market structure in which several businesses provide comparable goods and services, with the main differentiators being branding or quality. The spectrum of buyers and sellers in the cosmetics industry is broad. In the cosmetics sector, Chanel, Dior, Revlon, Bobbi Brown, YSL, and a long list of other names are also notable instances.

What keeps them going is the desire to produce something fresh and different from other businesses. Despite this, most of their makeup products share the same fundamental characteristics as those in the same category. Every

product, nevertheless, may have a few upgraded characteristics that set it apart from the competition. For example, one mascara might be made to be waterproof, while another might come in a variety of colors and last for 24 hours.

Furthermore, this industry allows for unlimited flexibility of admission and departure. The businesses may turn a profit in the near term, but they might not turn a profit at all in the long run. Only in the manner in which they develop the product and market it to a specific target market can differentiation occur.

3. Market Analysis

There is no end in sight to the cosmetics industry's rise. The market will continue to rise as a result of consumers' increasing awareness of the importance of taking care of themselves and improving their look. Although COVID-19 caused a brief decline in the advertisement in 2020, the makeup display has been increasing. The market for cosmetics worldwide was estimated to be worth \$429.2 billion in 2022 and is expected to rise at a compound annual growth rate (CAGR) of 7.1% from 2023 to 2032, when it is expected to reach \$864.6 billion. MAC Cosmetics is a well-known brand that has a deliberate segmentation strategy to cater to its wide range of customers. By concentrating on various market niches.

A. Target Audience

A diverse range of age groups are served by MAC Cosmetics, with a focus on Youngsters (those between the ages of 23 and 38) who are enthusiastic about fashion and design. The brand, which is renowned for its innovative and high-quality products, mostly caters to women, who make up 51.8 percent of its customer base, while men are also drawn to it.

B. Demographic trend

MAC Cosmetics is a global brand with operations in 105 countries, including important areas in Brazil, South Africa, India, the Middle East, and Britain. The brand emphasizes inclusivity and uses its worldwide classification plan to tailor products to local trends and skin tones. Consistent with its commitment to diversity, MAC stands out as the pioneer in providing a broad range of shades, comprising 45 for skin tones ranging from brown to black and 7 for shades of Caucasian complexion.

C. Trends in Social Media

MAC Cosmetics uses social media through programs like #MyArtistCommunity, which highlights different foreign makeup artists worldwide, and VIVA GLAM, which sells limited-edition cosmetics with proceeds going to the MAC AIDS Fund. The #MACSelfie campaign, which honors uniqueness, invites customers to share their creative cosmetic ideas. In order to promote creativity, self-expression, and equality through engaging and diverse content, MAC also hosts events such as MAC Art Library, #MACLovesLips, MAC Pride, MAC Backstage, and MAC Lunar New Year.

D. Technology

Online platforms and mobile apps have revolutionized cosmetic revenue and competitiveness by offering global accessibility and comprehensive product details. Social media platforms are transforming consumer-brand interactions by enabling consumer involvement and product announcements.

E. Brand Analysis

Owned by Estée Lauder, MAC is a professional makeup store recognized for its main products and dedication to social responsibility. MAC has a loyal following of customers who use it for personal and professional purposes. These customers are primarily women between the ages of 18 and 30. Even though the brand should appeal to all age groups, older demographics are less interested in it. Just a few of the inexpensive products that MAC offers at more than 1,000 stores throughout more than 70 countries and territories are makeup brushes and lipsticks. Models, photographers, journalists, and makeup artists have all promoted MAC as a top cosmetics brand through word-of-mouth referrals.

4. SWOT ANALYSIS

A. BRAND STRENGTHS

MAC Cosmetics is a globally recognized brand that attracts to individuals of all racial, age, and gender identities. Expert makeup artists praise it, and high-profile celebrity sponsorships like those from Nicki Minaj, Nicole Richie, and Mary J. Blige have attracted attention to the brand. The brand is renowned for producing high-quality, fashionable, cruelty-free goods. Furthermore, clients who participate in MAC's customer loyalty program, known

as the "MAC Program," can exchange six unused primary packaging containers for a complimentary MAC lipstick of their choice. This method builds a foundation of loyal clients who are given a sense of importance and worth.

B. Brand Weaknesses

There aren't many drawbacks to MAC Cosmetics, which speaks to its strong market position and loyal international customer base. One drawback is that consumers on a tight budget may be turned off by the items' higher price compared to common drugstore brands. Additionally, the MAC PRO color range is only available to experienced makeup artists, which may deter buyers seeking luxurious, long-lasting makeup.

C. Opportunities for Marketing

MAC Cosmetics offers a number of opportunities to boost sales. First, visibility might be enhanced by opening more standalone establishments as opposed to smaller department store counters. Furthermore, there's potential for global growth, particularly in the Middle East, where tanned skin tones are taken into consideration while developing new products. Additionally, given that consumers are becoming more concerned about their health, MAC can highlight its premium ingredients and cruelty-free products. Present-day initiatives such as the MAC Aids Fund and Return Program promote product returns in exchange for complimentary lipsticks and use charitable contributions to enhance brand allegiance, hence offering supplementary promotional prospects.

D. Threats

MAC Cosmetics faces significant competition from other well-known cosmetic companies. Although drugstore brands like Maybelline and Revlon have lower quality, they are more affordable and more accessible than their retail rivals, Lancôme, Clinique, and L'Oréal, who charge similar prices for similar products. According to the Economist, despite the cosmetics industry's overall impact on non-essential industries, it has remained stable.

5. MAC Cosmetics in India:

India has been a significant market for the cosmetics industry, so much so that MAC Cosmetics established its first store there in 2005. To raise its profile, MAC selected Bollywood actress Bhumi Pednekar as its new face. Pednekar's passion of beauty and her status as a powerful change-maker made her an ideal fit for the millennial generation, according to Karen Thompson, Brand Director for MAC in India. Genuine beauty, in the opinion of Pednekar—who adheres to the MAC philosophy—centers around accepting one's individuality and imperfections.

Indian Market Perspective:

The significant and growing affluence of the nation has driven the rapid growth of the cosmetics industry. Global firms are engaged in a steady stream of combination mergers to gain a larger portion of the market, notwithstanding the market's expansion. Startups have encountered challenges because of things like low manufacturing value, subpar products, and unclear policies. However, it is expected that this industry will be worth more than \$1 billion by 2024, and over the next five years, it will grow at an average annual rate of 6.7%. This development is being driven by a rise in consumer trust, income levels, and dermatological product understanding. The Indian market continues to attract interest from both domestic and global businesses, which has several prospects for growth.

6. MAC Cosmetics distribution in India

• Gender

- Female: Since Indian women's great fondness for cosmetics, this number is probably between 70-75 percent.
- Male: around 25–30%; of guys are becoming more interested in grooming and cosmetic items.

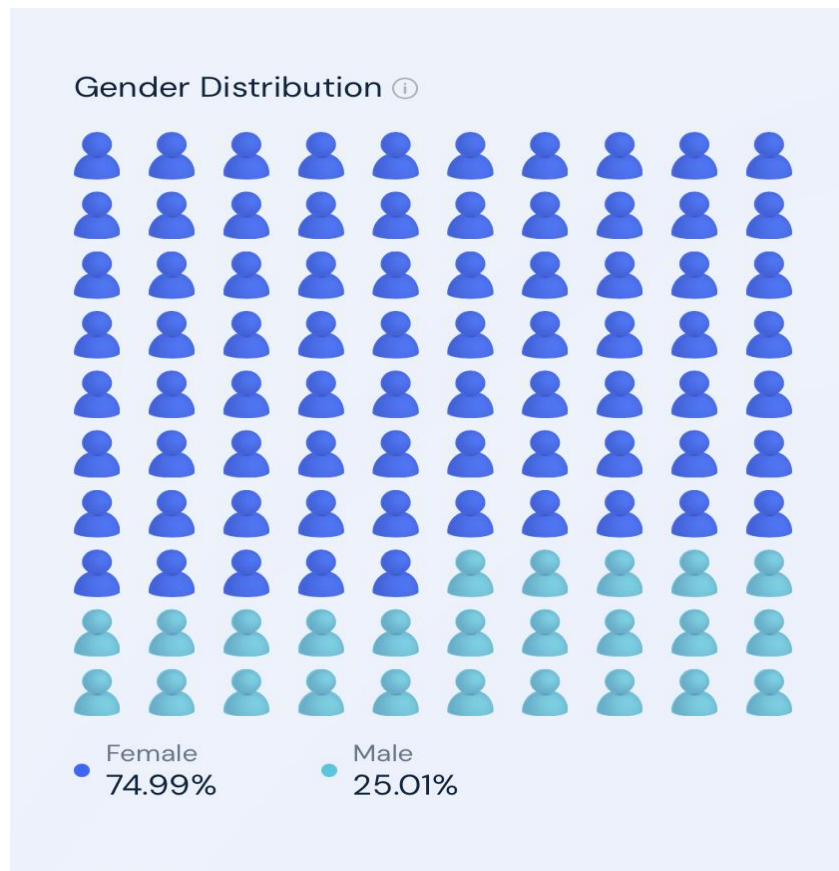


Fig 2: Gender Distribution for MAC Cosmetics Products

- **Age Group**

- **18 to 24 Year Old:** Due to the impact of social media and growing awareness of elegance this age group is becoming more and more significant.
- **25-34 Years Old:** This is an important age range because youngsters and recent graduates tend to be big users of high-end cosmetics.
- **35 to 44 Years Old:** This age group is also noteworthy since a large number of people in it are seasoned professionals with extra cash to spend on high-end brands.

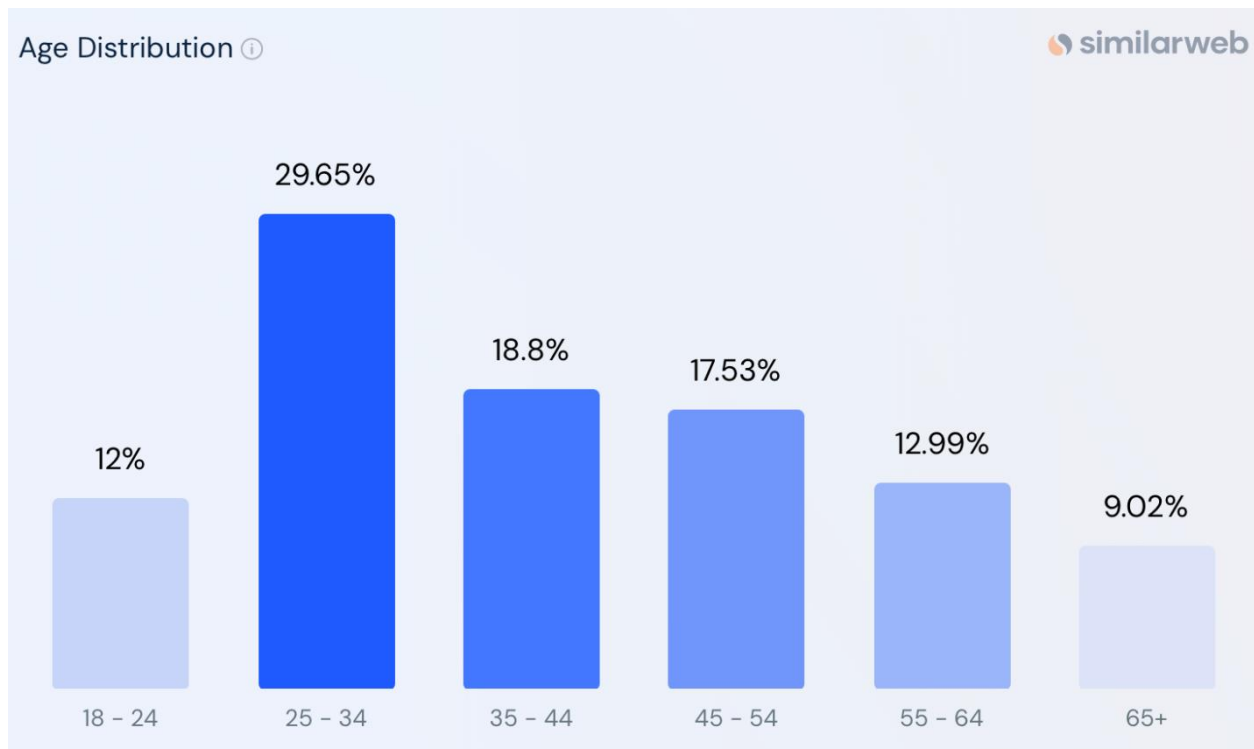


Fig 3: Age Distribution for MAC Cosmetics Products

• **Target Audience**

- **E-commerce Sites(50%):** Nykaa, Amazon, Flipkart, and other well-known online stores probably account for half of all MAC Cosmetics orders done in India. These websites provide a large selection of items, savings, and ease of use.
- **Brand Website (20%):** A sizable percentage of consumers would rather buy products straight from the MAC Cosmetics website. This platform offers unique choices for goods and genuineness.
- **Physical Retail Stores (20%):** Despite the growing popularity of online purchasing, a lot of consumers still choose to go to actual departmental stores or MAC stores to see things in person and get individualized attention.
- **Other Online Beauty Retailers (10%):** By luring clients in with reward systems and exclusive deals, websites like Myntra and Sephora India bolster sales of MAC Cosmetics.

Distribution of MAC Cosmetics Purchases in India by Platform

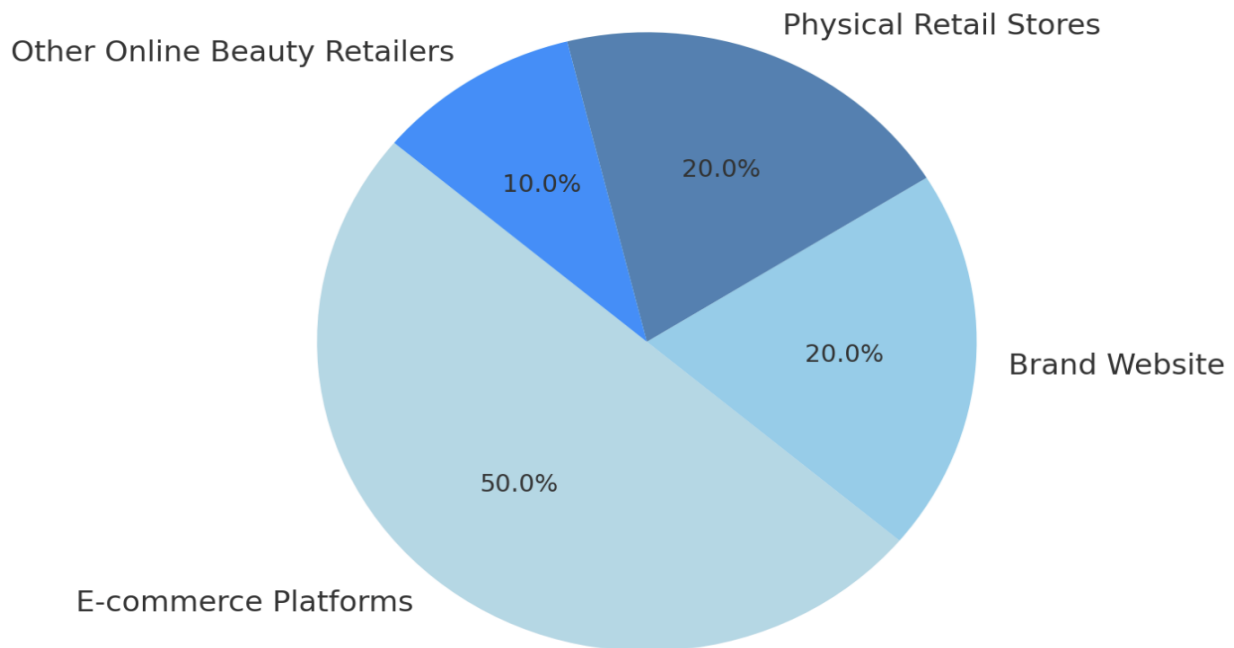


Fig 4: Retailer distribution for MAC Cosmetics Products

7. Competitive analysis

MAC

MAC Cosmetics is a niche player with a substantial presence, especially in towns and cities. With more than 60 freestanding locations and shops in key cities, MAC serves a high-end market and emphasizes diversity by offering a broad selection of hues appropriate for Indian skin tones. Rich people prepared to spend money on luxurious cosmetics are drawn to MAC due to its well-deserved reputation for producing professional-quality goods, even if their goods aren't as accessible as those from mainstream companies like L'Oréal.

L'Oréal

India's cosmetics market is estimated to be worth \$8.1 billion as of 2023, and it is predicted to increase significantly to a total of \$18.4 billion by 2032. L'Oréal establishes itself as a leading power in this thriving business, constantly obtaining strong sales growth. With an emphasis on growing the range of its goods and meeting the needs of consumers with more discretionary means, L'Oréal India is aiming to triple its earnings in the span of three to five years. Their reputation among the public is further improved by their work in issues including experimentation on animal reduction and understanding of AIDS, which includes a 1.2 million dollar contribution in March 2012. The core of L'Oréal's image is this mix of societal commitment and a wide range of products.

Huda Beauty

Huda Beauty has made a big name for itself, especially in the high-end cosmetics sector. The brand's merchandise has a standard consumer review of 4.4 and starts at about ₹1,300. The limited-time discounts Huda Beauty provides highlight its high-end standing. Huda Beauty is an important participant in the Indian cosmetic business, which is expected to expand from USD 8.1 billion in revenue in 2023 to USD 18.4 billion by 2032. The company constantly communicates with its audience via social media and influencer partnerships, and it has left an enormous difference in its creative and trendsetting offers. In addition, Huda Beauty is committed to ethical business conduct; it supports a range of philanthropic projects and encourages moral behavior.

8. MAC Cosmetics and other brand properties

Several considerations are involved when evaluating MAC Cosmetics goods to those of competitors, such as target market, name recognition, price, and the excellence of the product. This is a summary of just how MAC compares to other well-known cosmetic businesses:

A. Product Range and Quality

- **MAC Cosmetics:** Well-known for its extensive selection of high-end makeup items, especially the foundations, lipsticks, and eyeshadows. Makeup artists and beauty fans love MAC because of its strong colouration, durable formulations, and a wide choice of shades that suit a variety of shades of skin.

Additional Brands:

- **Estée Lauder:** Offers a wide selection of high-end beauty and skincare products; comparable in terms of quality to MAC. It is owned by the same corporate business as MAC.
- **NARS:** Prominent for its vivid hues and avant-garde items such as the "Orgasm" blush, NARS is a skilled choice and a strong competitor with MAC in regards to quality.

B. Pricing

- **MAC Cosmetics:** MAC, a brand that is marketed as mid-to-high finish, tends to be more costly than supermarket products but less costly than designer names like Chanel or Dior.

Additional Brands:

- **Maybelline:** Far easier to sell to a wider population due to its considerably lower price compared to MAC.
- **NARS:** Purporting to be an exclusive brand, it is marginally more costly than MAC.

C. Brand Reputation and Target Audience

- **MAC Cosmetics:** Since its founding in 1984, MAC has proven itself as a sophisticated, artist-driven company that values uniqueness and variety. Its reputation in the beauty business is cemented by the frequent usage of its products by makeup professionals, runway shows, and advertisements.

Additional Brands:

- **Huda Beauty:** It is an emerging business that has become well-known due to its powerful social media engagement and demanding products. Because of its palettes of eyeshadow and lip products, it is frequently likened to MAC.
- **Charlotte Tilbury:** a high-end cosmetics company that rivals MAC in the upscale marketplace, renowned for its glitzy, Hollywood-inspired makeup.

9. Products Comparison

A. Blushes

MAC Cosmetics: The blushes from this brand are well-known for their rich pigmentation and extensive color selection, which suit a variety of complexion tones. Popular among makeup artists and beauty fans, they come in both powder and cream forms and are renowned for their flawless application and long-lasting wear.

In contrast:

- **Estée Lauder:** the blushes give an organic finish, livable coverage, and an opulent vibe. They appeal to people who like a more classical and polished appearance with their elegant, long-wearing, and silky hues.
- **Clinique:** Cheek Pop and other Clinique blushes are intended to provide a reusable color and a pure, realistic texture. They're perfect for people with delicate skin kinds as well as those who want an organic, youthful look because they feel soft on their skin.

B. Lipsticks

MAC Cosmetics: MAC is well-known for its matte and vintage matte lipstick finishes, which have strong pigmentation and extended wear. They are a go-to option for people who seek eye-catching and long-lasting colors for their lips because they provide a wide variety of tints, ranging from nudes to bright, colorful hues.

In contrast:

- Estée Lauder: Rich, timeless colors are delivered with velvety, moisturizing Estée Lauder lipsticks. In comparison to MAC, the Simply Color Illusion range offers greater hydration and is highly recognized for its creamy feel and vibrant color application.
- Clinique: The lipsticks are designed to be moisturizing and comfortable; the Plump Stick, for example, has a balm-like texture with a delicate, adaptable color. Because these lipsticks are mild, those with fragile lips may wear these colors every day of the week.

C. Skincare

MAC Cosmetics: The company's skincare lines are made largely to work in tandem with makeup, with an emphasis on priming and improving the skin in preparation for applying makeup. Strobe Cream and the Prep + Prime Fix+ spray are well-liked for their ability to hydrate and enhance luminosity, which keeps makeup looking fresher for more time.

In contrast:

- Estée Lauder: They are the best when it comes to skincare, especially anti-ageing. Their goods, like their Advanced Night Healing Serum, are well known for helping to keep skin looking younger and more youthful. Estée Lauder targets a wider variety of skincare issues with extensive remedies for moisture, tightening, and brightness.
- Clinique: The free-of-scent skincare products created by dermatologists are well-known for Clinique. Their products target particular problems like dehydration, ageing, and breakouts while also catering to those with sensitive skin. Clinique is a reputable option for people with reactive or delicate skin because of its emphasis on mild yet effective remedies.

Terms
Profit:
<i>The financial gain that is generated after the expenses like buying, operating, taxes and manufacturing, from the total revenue earned from a business activity.</i>
Loss:
<i>The financial decline in the company because of the excess in expenses compared to its earnings leads to negative net income.</i>
Evaluation:
<i>The process of estimating a company's economic value by its achievability, viability and possibility for success.</i>
Net revenue:
<i>The sum of money a company earns from its operations within a given period, after deducting direct expenses such as refunds, returns and discounts.</i>
Burn Rate:
<i>The rate at which a company spends its cash each month, which can lead to the risk of running out of money and losing business.</i>
Ebita:
<i>A measure of a company's earning performance before the interest expenses, income taxes and amortization expenses are subtracted.</i>
Demand:
<i>The amount of purchasers who desire and can buy products and services at a specific price during a particular period.</i>

10. Calculations and Analysis:

Analysis:

- a. Expenditure on Beauty Products(in Billion Dollars) by different countries:

Expenditure on Beauty Products(in Billion Dollars)	
Country	Expenditure
USA	89.7
China	58.3
Japan	36.9
Brazil	34.7
Germany	19.1
United Kingdomm	17.2
India	15
France	14.7
South Korea	12.8
Russia	11.4

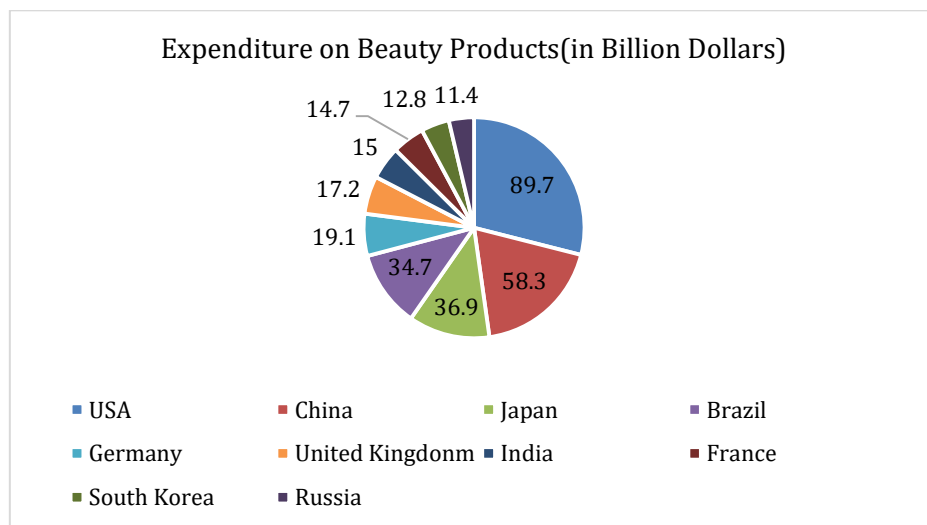


Chart 1: Expenditure on Beauty Products

- b. Age wise usage of Beauty Products:

Age wise usage of Beauty Products	
Age	Usage
Younger than 19	28.3
20-29	21.4
30-39	15.4
40-49	19.5
50-59	9.7
60 and above	5.7

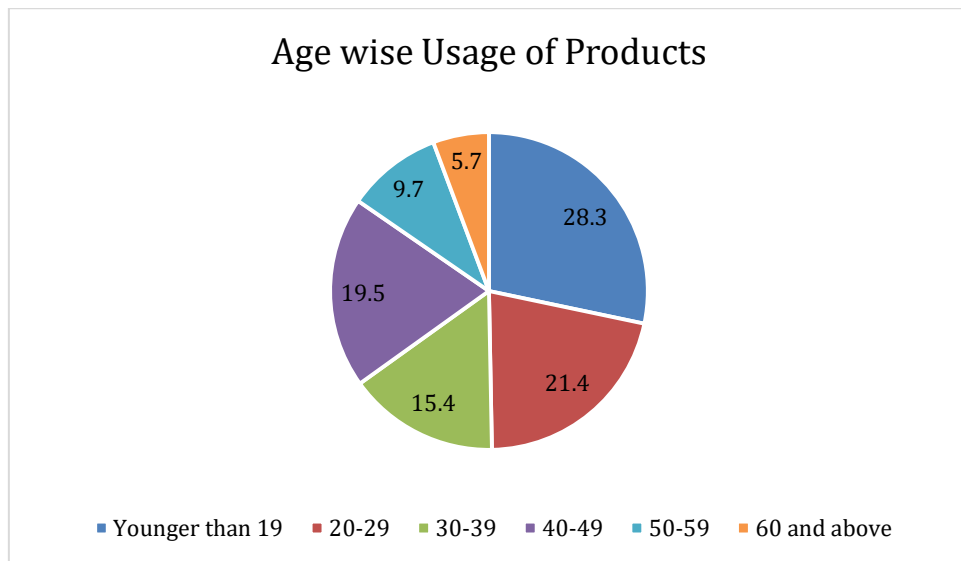


Chart 2: Age wise usage of beauty products

c. Percentage usage of Beauty Products

Percentage usage of Beauty Products	
Product	Percentage
Skin Care	51
Make up	12
Hair care	12
Oral care	10
Baby care	6
Frangnace	2
Other	7

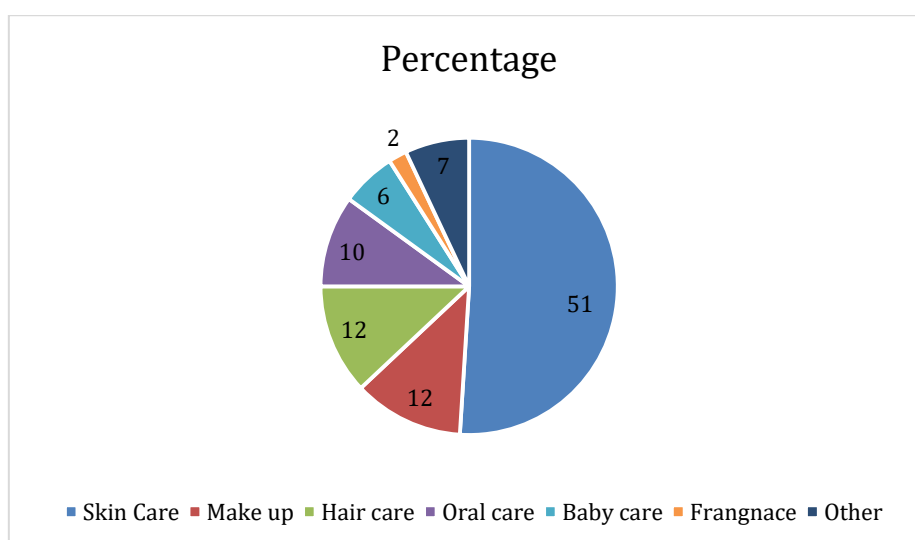


Chart 3: Percentage usage of beauty product

d. International Market Share

International Market Share	
Company	Share
Amora Pacific	1.8
Beiersdorf	2.9
Coty	3.1
Shiseido	3.3
Ester Lauder	4.5
Kao	1.8
Loreal	11
Unilever	19.1
Proctor gamble	22.3
Johnson and Johnson	27.19

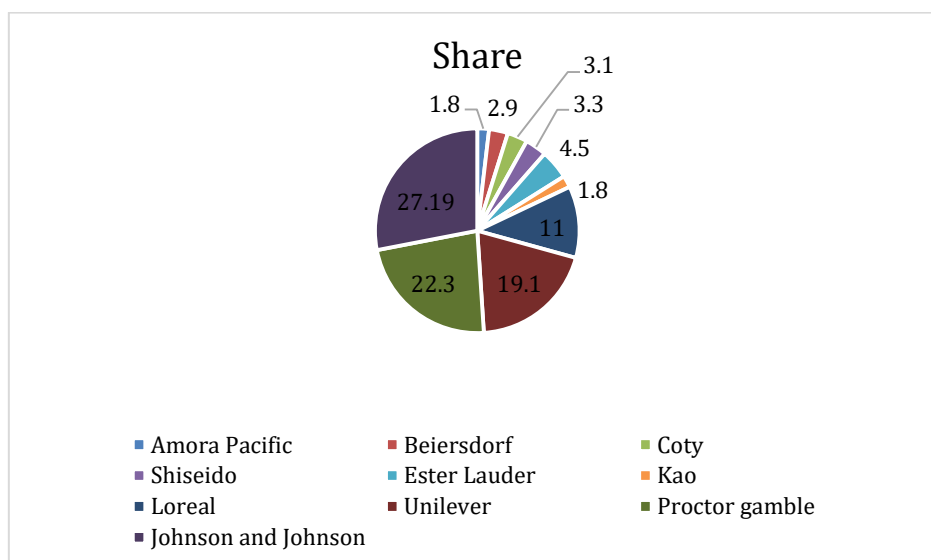


Chart 4: International Market Share of Different Countries

Calculations:

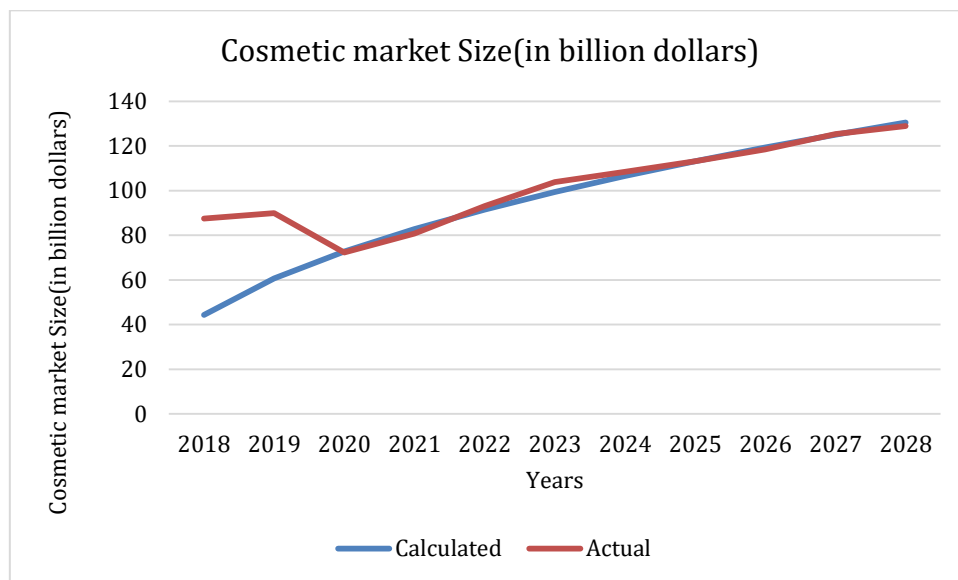
A. Actual vs Calculated Global Cosmetic market size:

In graph, x-axis as years from 2018 to 2028 and Y-axis will international cosmetic market size (in billion dollars)
 Let's consider 2018 as 1, 2019 as 2.....2028 as 11.

After manually drawing graph and on excel.

We concluded exponential equation covers maximum number of plots considering $y=ax^b$

Year	Cosmetic Market Size
2018	87.58
2019	89.88
2020	72.37
2021	80.74
2022	93.05
2023	103.8
2024	108.4
2025	113.2
2026	118.5
2027	125.4
2028	128.9



Formula: $y = 44.39 * x^{0.45}$

Where “y” represents international cosmetic market size (in billion dollars)

And “x” represents 1, 2, 3..... (1 represents 2018, 2 represents 2019 and so on).

B. Actual vs Calculated Sales of MAC Cosmetics:

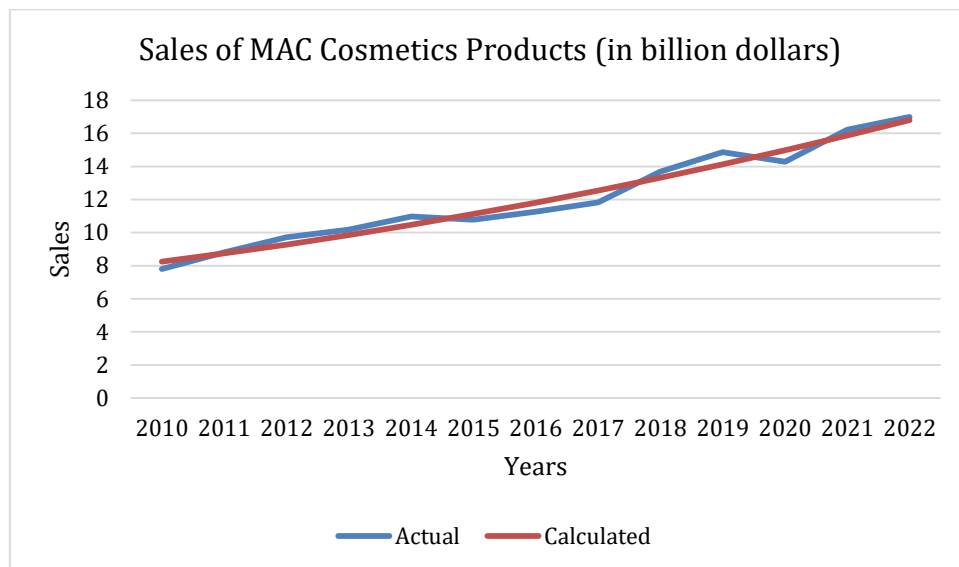
In graph, x-axis as years from 2010 to 2022 and Y-axis is sales of MAC Cosmetics (in billion dollars)

Let’s consider 2010 as 1, 2019 as 2.....2022 as 13.

After manually drawing graph and on excel.

We concluded quadratic equation covers maximum number of plots considering $y=ax^2+bx+c$

Year	Sales of MAC Cosmetics Products (in billion dollars)
2010	7.8
2011	8.81
2012	9.72
2013	10.18
2014	10.97
2015	10.78
2016	11.26
2017	11.82
2018	13.68
2019	14.86
2020	14.29
2021	16.22
2022	17



Formula: $y = 0.0198x^2 + 0.436x + 7.79$

Where “y” represents sales of MAC Cosmetics (in billion dollars)

And “x” represents 1, 2, 3..... (1 represents 2010, 2 represents 2011 and so on).

C. Actual vs Calculated Revenue of MAC Cosmetics:

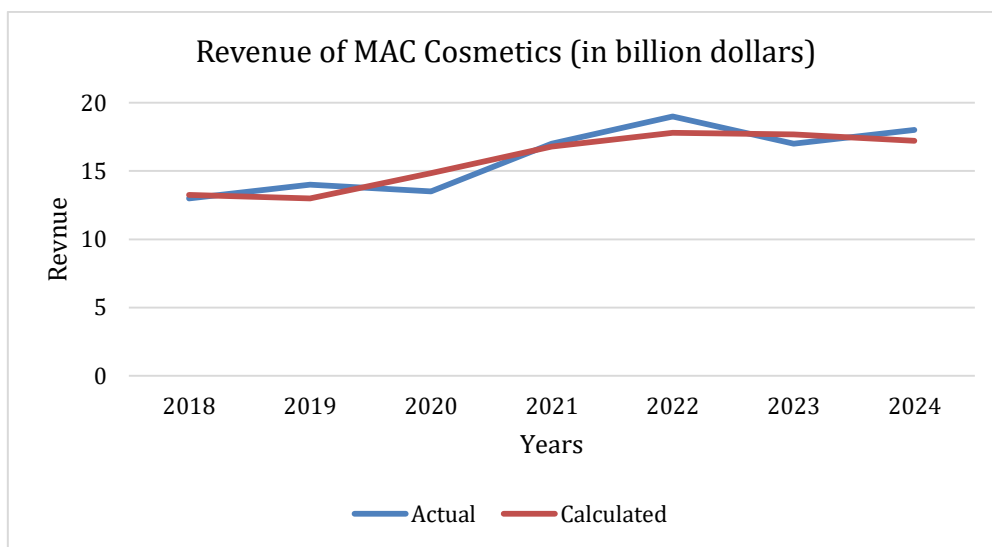
In graph, x-axis as years from 2018 to 2024 and Y-axis represents revenue of MAC Cosmetics (in billion dollars)

Let’s consider 2018 as 1, 2020 as 2.....2024 as 1.

After manually drawing graph and on excel.

We concluded biquadratic equation covers maximum number of plots considering $y = ax^4 + bx^3 + cx^2 + dx + e$

Year	Revenue of MAC Cosmetics (in billion dollars)
2019	13
2019	14
2020	13.5
2021	17
2022	19
2023	17
2024	18
2025	19



$$\text{Formula } y = 0.038*x^4 - 0.711*x^3 + 4.367*x^2 - 8.95*x + 18.5$$

Where “y” represents Revenue of MAC Cosmetics (in billion dollars)

And “x” represents 1, 2, 3..... (1 represents 2018, 2 represents 2019 and so on).

11. Conclusion:

In conclusion, this inquire about has effectively sketched out different profiles inside the restorative showcase and given a nitty gritty examination of the development, deals, and income of MAC Beauty care products. By distinguishing key showcase portions, counting statistic components such as age, sexual orientation, and pay, as well as psychographic components like shopper way of life and inclinations, the consider offers a comprehensive see of the different shopper base driving the corrective industry. The examination joined information on age-related utilization designs of magnificence items, uncovering critical patterns among diverse age bunches. More youthful buyers, especially those matured 18-34, were found to be the foremost dynamic clients of makeup, with a solid inclination for inventive and trend-driven products. This age bunch is additionally more likely to lock in with brands that prioritize social obligation and inclusivity, making them a significant portion for MAC Beauty care products to target.

Use information from different nations was moreover analyzed, appearing that created markets such as the Joined together States and Western Europe proceed to lead in corrective investing. In any case, rising markets in Asia and Latin America are encountering fast development, driven by rising expendable earnings and expanding intrigued in excellence items. The advertise estimate investigation over these locales highlighted the potential for MAC Beauty care products to extend its nearness in these fast-growing markets, where request for premium and extravagance items is on the rise. In general, this investigate gives a vigorous system for understanding the flow of the corrective advertise and offers noteworthy bits of knowledge for MAC Beauty care products to optimize its advertise procedures.

By leveraging information on age-related magnificence item utilization, country-specific use designs, and territorial showcase sizes, MAC can tailor its approach to diverse buyer sections and geographic markets, guaranteeing maintained development and competitiveness within the worldwide beauty care products industry.

MAC Cosmetics' tagline is "All Ages, All Races, All Genders". This motto reflects the brand's commitment to diversity and inclusivity, and its efforts to promote a wide range of skin tones, ethnicities, and gender identities in the beauty industry.

Great Quote complementing the paper is

"The best color in the world is the one that looks good on you"

12. References

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13. Biographies:

Navreet Kaur Randhawa

- High school graduate 2023 'Vidya Devi Jindal School, Hisar'
- Head Activities Prefect of the school
- International Award : Roving Reporter by the 2022 Round Square International Conference
- Awards: Principal's delight of the year 2022
- Best in Co-Curricular Activities in 2022
- IAYP silver and bronze level (international award for young people)
- Attended various conferences virtual and in person: Round square international conference 2022, TAKE LESS BE MORE LONDON, Miss Poter's global seminar, Kings college new Zealand zoom post card,

- Sustainable well-being collaboration the Doon school, British Overseas School & Lyceum Shirakatsy (2022-2023) and few more in 2020-2022.
- President of environment friendly club- Organised various workshops and sessions for the different classes in school, raising awareness among the students for using sustainable goods and eco-friendly products.
- Leader of Photography club
- Participated in various inter school competitions- 2nd position in dance, 3rd in canvas painting and 2nd in embroidery.
- Organised a science exhibition within the school which was about various topics such as Photosynthesis in Plants, Chemical Reactions and Temperature, Electromagnetic Fields, Renewable Energy Sources.

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- M.Sc (Mathematics) (Double gold medalist)
- M.Phil (Computer Applications) with honors From University of Roorkee (now IIT Roorkee)
- PhD (Mathematics) -Various papers published in international journals
- Former Lead Auditor ISO 9001,ISO -22000 School Accreditation Examiner by QCI
- 26 years of teaching experience
- Various Research Paper Published

Er. Raunaq Jain

- B.E Mechanical Engineering From Thapar Institute of Engineering and Technology
- District Physics Topper
- Content Writer and graphic designer
- Mechanical Mentor from session 2019-2020
- Technical Data Analyst at Deloitte