

Are Lip Oils Overtaking Lip Glosses in 2025?

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In 2025, the beauty-aisle spotlight is increasingly shifting from classic lip glosses to lip oils that merge shine with skincare. While lip gloss remains a staple for high-impact shine and colour, lip oils are gaining ground thanks to their lightweight textures and nourishing formulas.

Industry commentary suggests glosses are no longer the default—many consumers and brands now favour lip oils for everyday wear.

What's the Difference?

Lip Gloss:

- Known for its high-shine finish and reflective gloss effect.
- Often thicker, sometimes slightly sticky in texture.
- Designed to amplify colour and gloss over the lips, often used for glam or evening looks.

Lip Oil:

- Lightweight, non-sticky formulas infused with oils, vitamins or hydrating agents.
- Provides a dewy or “juicy” shine rather than a mirrored gloss.
- Positioned as a hybrid of makeup + lip-care: shine plus nourishment.

Why Consumers Are Leaning Toward Lip Oils

1. **Comfort & wearability:** Many users report lip oils feel more comfortable, especially for everyday wear, compared to heavier glosses.
2. **Skincare crossover appeal:** Since lip oils contain hydrating ingredients and sometimes claim long-wear moisture, they appeal to those who want beauty products with dual purpose.
3. **Trend alignment:** The current “glow” aesthetic in beauty—think dewy skin and hydrated lips—is favouring finishes that look fresh rather than glossy-wet.

Are Glosses Done for?

Not entirely. While lip oils are growing, lip glosses still have a strong role—especially when bold shine, colour payoff or a dramatic finish are desired. According to product comparisons:

- Choose a **lip gloss** if you want intense shine or visible colour.
- Choose a **lip oil** if you prioritise comfort, lip health and a more subtle sheen.

In other words, lip oils are *challengers*, not full replacements—at least for now.

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