

# **(COVID Version) Global Mascara Market Status (2016-2020) and Forecast (2021E-2026F) by Region, Product Type & End-Use**

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## **Abstracts**

### **SUMMARY**

Mascara is a cosmetic commonly used to enhance the eyes. It may darken, thicken, lengthen, and/or define the eyelashes. Normally in one of three forms—liquid, cake, or cream—the modern mascara product has various formulas; however, most contain the same basic components of pigments, oils, waxes, and preservatives. The product that people would recognize as mascara today did not develop until the nineteenth century. A chemist named Eugene Rimmel developed a cosmetic using the newly invented petroleum jelly. The name Rimmel became synonymous with the substance and still translates to “mascara” in the Portuguese, Spanish, Greek, Turkish, Romanian, and Persian languages today. Across the Atlantic Ocean and at roughly the same time, in 1913, a man named T. L. Williams created a remarkably similar substance for his sister Maybel. Later in 1917, T. L. Williams started a mail-order business from the product that grew to become the company Maybelline. The mascara developed by these two men consisted of petroleum jelly and coal in a set ratio. It was undeniably messy, and a better alternative was soon developed. A dampened brush was rubbed against a cake containing soap and black dye in equal proportions and applied to the lashes. Still it was extremely messy. No significant improvement occurred until 1957 with an innovation by Helena Rubinstein

The report forecast global Mascara market to grow to reach xxx Million USD in 2020 with a CAGR of xx% during the period 2021E-2026F due to coronavirus situation.

The report offers detailed coverage of Mascara industry and main market trends with impact of coronavirus. The market research includes historical and forecast market

data, demand, application details, price trends, and company shares of the leading Mascara by geography. The report splits the market size, by volume and value, on the basis of application type and geography.

First, this report covers the present status and the future prospects of the global Mascara market for 2016-2025.

And in this report, we analyze global market from 5 geographies: Asia-Pacific[China, Southeast Asia, India, Japan, Korea, Western Asia], Europe[Germany, UK, France, Italy, Russia, Spain, Netherlands, Turkey, Switzerland], North America[United States, Canada, Mexico], Middle East & Africa[GCC, North Africa, South Africa], South America[Brazil, Argentina, Columbia, Chile, Peru].

At the same time, we classify Mascara according to the type, application by geography. More importantly, the report includes major countries market based on the type and application.

Finally, the report provides detailed profile and data information analysis of leading Mascara company.

Key Content of Chapters as follows (Including and can be customized) :

Part 1:

Market Overview, Development, and Segment by Type, Application & Region

Part 2:

Company information, Sales, Cost, Margin etc.

Part 3:

Global Market by company, Type, Application & Geography

Part 4:

Asia-Pacific Market by Type, Application & Geography

Part 5:

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Europe Market by Type, Application & Geography

Part 6:

North America Market by Type, Application & Geography

Part 7:

South America Market by Type, Application & Geography

Part 8:

Middle East & Africa Market by Type, Application & Geography

Part 9:

Market Features

Part 10:

Investment Opportunity

Part 11:

Conclusion

Market Segment as follows:

By Region

Asia-Pacific[China, Southeast Asia, India, Japan, Korea, Western Asia]

Europe[Germany, UK, France, Italy, Russia, Spain, Netherlands, Turkey, Switzerland]

North America[United States, Canada, Mexico]

Middle East & Africa[GCC, North Africa, South Africa]

## South America[Brazil, Argentina, Columbia, Chile, Peru]

## Key Companies

L'Oreal

Estee Lauder

Procter &amp; Gamble

LVMH

Coty

Avon

Shiseido

Amore Pacific

Missha

Chanel

Mary Kay

Alticor

PIAS

Natura

Revlon

Oriflame

GroupeRocher

Kose Corp

Beiersdorf

DHC

Thefaceshop

Gurwitch

Pola Orbis

Marie Dalgar

Elizabeth Arden

#### Market by Type

Regular Mascaras

Waterproof Mascaras

Water Resistant Mascaras

#### Market by Application

Age 12 to 17

Age 18 to 24

Age 25 to 44

Age 45 to 64

Others

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