

Global Mascara Market Survey and Trend Research 2018

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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

This report describes the development of the industry by upstream & downstream, industry overall and development, key companies, as well as type segment & market application and so on, and makes a scientific prediction for the development industry prospects on the basis of analysis, finally, analyzes opportunities for investment in the industry at the end of the report.

Industry Chain

Raw Materials

Cost

Technology

Consumer Preference

Industry Overall:

History

Development & Trend

Market Competition

Trade Overview

Policy

Region (North America, Europe, Asia-Pacific, South America, Middle East, Africa):

Regional Market

Production Development

Sales

Regional Trade

Regional Forecast

Company (L'Oreal, Estee Lauder, Procter & Gamble, LVMH, Avon, 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 etc.):

Company Profile

Product & Service

Business Operation Data

Market Share

Investment Analysis:

Market Features

Investment Opportunity

Investment Calculation

Contents

PART 1 INDUSTRY OVERVIEW

1.1 Mascara Industry

1.1.1 Definition

1.1.2 Industry Trend

1.2 Industry Chain

1.2.1 Upstream

1.2.2 Technology

1.2.3 Cost Structure

1.2.4 Consumer Preference

1.2.2 Downstream

PART 2 INDUSTRY OVERALL

2.1 Industry History

2.2 Development Prospect

2.3 Competition Structure

2.4 Relevant Policy

2.5 Trade Overview

PART 3 MASCARA MARKET BY PRODUCT

3.1 Products List of Major Companies

3.2 Market Size

3.3 Market Forecast

4 KEY COMPANIES LIST

4.1 L'Oreal (Company Overview, Sales Data etc.)

4.1.1 Company Overview

4.1.2 Products and Services

4.1.3 Business Analysis

4.2 Estee Lauder (Company Overview, Sales Data etc.)

4.2.1 Company Overview

4.2.2 Products and Services

4.2.3 Business Analysis

4.3 Procter & Gamble (Company Overview, Sales Data etc.)

- 4.3.1 Company Overview
- 4.3.2 Products and Services
- 4.3.3 Business Analysis
- 4.4 LVMH (Company Overview, Sales Data etc.)
 - 4.4.1 Company Overview
 - 4.4.2 Products and Services
 - 4.4.3 Business Analysis
- 4.5 Avon (Company Overview, Sales Data etc.)
 - 4.5.1 Company Overview
 - 4.5.2 Products and Services
 - 4.5.3 Business Analysis
- 4.6 Avon (Company Overview, Sales Data etc.)
 - 4.6.1 Company Overview
 - 4.6.2 Products and Services
 - 4.6.3 Business Analysis
- 4.7 Shiseido (Company Overview, Sales Data etc.)
 - 4.7.1 Company Overview
 - 4.7.2 Products and Services
 - 4.7.3 Business Analysis
- 4.8 Amore Pacific (Company Overview, Sales Data etc.)
 - 4.8.1 Company Overview
 - 4.8.2 Products and Services
 - 4.8.3 Business Analysis
- 4.9 Missha (Company Overview, Sales Data etc.)
 - 4.9.1 Company Overview
 - 4.9.2 Products and Services
 - 4.9.3 Business Analysis
- 4.10 Chanel (Company Overview, Sales Data etc.)
 - 4.10.1 Company Overview
 - 4.10.2 Products and Services
 - 4.10.3 Business Analysis
- 4.11 Mary Kay (Company Overview, Sales Data etc.)
- 4.12 Alticor (Company Overview, Sales Data etc.)
- 4.13 PIAS (Company Overview, Sales Data etc.)
- 4.14 Natura (Company Overview, Sales Data etc.)
- 4.15 Revlon (Company Overview, Sales Data etc.)
- 4.16 Oriflame (Company Overview, Sales Data etc.)
- 4.17 GroupeRocher (Company Overview, Sales Data etc.)
- 4.18 Kose Corp (Company Overview, Sales Data etc.)

- 4.19 Beiersdorf (Company Overview, Sales Data etc.)
- 4.20 DHC (Company Overview, Sales Data etc.)
- 4.21 Thefaceshop (Company Overview, Sales Data etc.)
- 4.22 Gurwitch (Company Overview, Sales Data etc.)
- 4.23 Pola Orbis (Company Overview, Sales Data etc.)
- 4.24 Marie Dalgar (Company Overview, Sales Data etc.)
- 4.25 Elizabeth Arden (Company Overview, Sales Data etc.)

PART 5 MARKET COMPETITION

- 5.1 Companies Competition
- 5.2 Industry Competition Structure Analysis
 - 5.2.1 Rivalry
 - 5.2.2 Threat of New Entrants
 - 5.2.3 Substitutes
 - 5.2.4 Bargaining Power of Suppliers
 - 5.2.5 Bargaining Power of Buyers

PART 6 MARKET DEMAND BY SEGMENT

- 6.1 Demand Situation
 - 6.1.1 Industry Application Status
 - 6.1.2 Industry SWOT Analysis
 - 6.1.2.1 Strengths
 - 6.1.2.2 Weaknesses
 - 6.1.2.3 Opportunities
 - 6.1.2.4 Threats
- 6.2 Major Customer Survey
- 6.3 Demand Forecast

PART 7 REGION OPERATION

- 7.1 Regional Market
- 7.2 Production and Sales by Region
 - 7.2.1 Production
 - 7.2.2 Sales
 - 7.2.3 Trade
- 7.3 Regional Forecast

PART 8 MARKET INVESTMENT

8.1 Market Features

8.1.1 Product Features

8.1.2 Price Features

8.1.3 Channel Features

8.1.4 Purchasing Features

8.2 Investment Opportunity

8.2.1 Regional Investment Opportunity

8.2.2 Industry Investment Opportunity

8.3 Investment Calculation

8.3.1 Cost Calculation

8.3.2 Revenue Calculation

8.3.3 Economic Performance Evaluation

PART 9 CONCLUSION

List Of Tables

LIST OF TABLES

Table Global Mascara Market 2012-2017, by Type, in USD Million

Table Global Mascara Market 2012-2017, by Type, in Volume

Table Global Mascara Market Forecast 2018-2023, by Type, in USD Million

Table Global Mascara Market Forecast 2018-2023, by Type, in Volume

Table L'Oreal Overview List

Table Mascara Business Operation of L'Oreal (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Estee Lauder Overview List

Table Mascara Business Operation of Estee Lauder (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Procter & Gamble Overview List

Table Mascara Business Operation of Procter & Gamble (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table LVMH Overview List

Table Mascara Business Operation of LVMH (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Avon Overview List

Table Mascara Business Operation of Avon (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Avon Overview List

Table Mascara Business Operation of Avon (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Shiseido Overview List

Table Mascara Business Operation of Shiseido (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Amore Pacific Overview List

Table Mascara Business Operation of Amore Pacific (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Missha Overview List

Table Mascara Business Operation of Missha (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Chanel Overview List

Table Mascara Business Operation of Chanel (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Mary Kay Overview List

Table Mascara Business Operation of Mary Kay (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Alticor Overview List

Table Mascara Business Operation of Alticor (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table PIAS Overview List

Table Mascara Business Operation of PIAS (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Natura Overview List

Table Mascara Business Operation of Natura (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Revlon Overview List

Table Mascara Business Operation of Revlon (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Oriflame Overview List

Table Mascara Business Operation of Oriflame (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table GroupeRocher Overview List

Table Mascara Business Operation of GroupeRocher (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Kose Corp Overview List

Table Mascara Business Operation of Kose Corp (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Beiersdorf Overview List

Table Mascara Business Operation of Beiersdorf (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table DHC Overview List

Table Mascara Business Operation of DHC (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Thefaceshop Overview List

Table Mascara Business Operation of Thefaceshop (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Gurwitch Overview List

Table Mascara Business Operation of Gurwitch (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Pola Orbis Overview List

Table Mascara Business Operation of Pola Orbis (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Marie Dalgar Overview List

Table Mascara Business Operation of Marie Dalgar (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Elizabeth Arden Overview List

Table Mascara Business Operation of Elizabeth Arden (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Global Mascara Sales Revenue 2012-2017, by Companies, in USD Million

Table Global Mascara Sales Revenue Share, by Companies, in USD Million

Table Global Mascara Sales Volume 2012-2017, by Companies, in Volume

Table Global Mascara Sales Revenue Share, by Companies in 2017, in Volume

Table Mascara Demand 2012-2017, by Application, in USD Million

Table Mascara Demand 2012-2017, by Application, in Volume

Table Mascara Demand Forecast 2018-2023, by Application, in USD Million

Table Mascara Demand Forecast 2018-2023, by Application, in Volume

Table Global Mascara Market 2012-2017, by Region, in USD Million

Table Global Mascara Market 2012-2017, by Region, in Volume

Table Mascara Market Forecast 2018-2023, by Region, in USD Million

Table Mascara Market Forecast 2018-2023, by Region, in Volume

List Of Figures

LIST OF FIGURES

Figure Mascara Industry Chain Structure

Figure Global Mascara Market Growth 2012-2017, by Type, in USD Million

Figure Global Mascara Market Growth 2012-2017, by Type, in Volume

Figure Global Mascara Sales Revenue Share, by Companies in 2017, in USD Million

Figure Global Mascara Sales Volume Share 2012-2017, by Companies, in Volume

Figure Production Development by Region

Figure Sales List by Region

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