

# **Makeup Brushes Market By Product Type (Foundation Brush, Powder Brush, Eyeshadow Brush, Blush Brush, Others) , By Material Type (Natural Fibres, Synthetic Fibres, Blended Fibres) By Price Point (Low, Medium, High) By Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Online Sales Channels, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The makeup brushes market was valued at \$1.6 billion in 2023, and is projected to reach \$2.7 billion by 2033, growing at a CAGR of 5.1% from 2024 to 2033.

Makeup brushes are handheld tools designed with bristles or fibers, used to apply and blend makeup products on the skin. These brushes vary in size, shape, and material to accommodate different types of makeup, such as foundation, eyeshadow, blush, or highlighter. Bristles can be synthetic or natural, and the handles are crafted from wood, plastic, or metal to ensure durability and ease of use.

The global makeup brushes market is witnessing robust growth due to increase in emphasis on personal grooming and appearance among individuals fueled by social media and beauty trends. According to HubSpot's 2023 Marketing Strategy & Trends Report, which includes data from 1,200+ global marketers, approximately 72% of Gen Z and millennials follow influencers on social media. Thus, recommendations by influencers on platforms like Instagram or YouTube significantly increases the sale of makeup brushes. In addition, the global expansion of the cosmetics industry, supported by the introduction of innovative products, has boosted the need for complementary

tools like makeup brushes. Furthermore, shift toward vegan, cruelty-free, and sustainable products has encouraged the development and sale of eco-friendly makeup brushes, meeting the preferences of environmentally conscious consumers. A recent survey by CleanHub—an international company that provides a scalable solution to plastic pollution—revealed that approximately 63% of consumers consider clean beauty to be 'extremely' or 'very important' when choosing cosmetics, while 81% believe brands should take active steps to reduce plastic packaging. Moreover, rapid proliferation of online shopping has made it easier for consumers to access a wide range of makeup brushes, thus boosting sales globally. However, high price of premium-quality makeup brushes, particularly those with natural bristles or luxury branding, limits accessibility for budget-conscious consumers. While synthetic brushes are popular, concerns about their environmental impact, such as non-biodegradability, may hinder their adoption among eco-conscious buyers. On the contrary, innovations in brush materials, such as synthetic bristles that mimic natural ones and ergonomic handle designs, are appealing to a broader audience. Such developments are expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

The global makeup brushes market is segmented into product type, material type, price point, distribution channel, and region. On the basis of product type, the market is divided into foundation brush, powder brush, eyeshadow brush, blush brush, and others. Depending on material type, it is divided into natural fiber, synthetic fiber, and blended fiber. As per price point, it is segregated into low, medium, and high. By distribution channel, it is divided into hypermarkets/supermarkets, specialty stores, online sales channels, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

By product type, the foundation brushes segment held the highest market share in 2023, and is likely to retain its dominance from 2024 to 2033.

On the basis of material type, the synthetic fibers segment acquired the largest share in 2023, and is expected to continue the same trend during the forecast period.

Depending on price point, the medium segment was the major shareholder in 2023, and is anticipated to continue to follow a similar trajectory over the upcoming years.

As per distribution channel, the specialty stores segment acquired a notable stake in 2023, and is likely to exhibit consistent growth throughout the forecast period.

Region wise, North America was the major revenue generator in 2023, and is anticipated to dominate during the forecast period.

### Competitive Analysis

Major players operating in the global makeup brushes market include L'Oréal S.A., Coty Inc., Revlon Inc., The Estée Lauder Companies Inc., Shiseido Co. Ltd., e.l.f. Cosmetics, Inc., Sigma Beauty, Real Techniques, Sephora Collection, and Morphe Brushes. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Expanded list for Company Profiles

SWOT Analysis

## Key Market Segments

### By Product Type

Foundation Brush

Powder Brush

Eyeshadow Brush

Blush Brush

Others

### By Material Type

Natural Fibres

Synthetic Fibres

Blended Fibres

## By Price Point

Low

Medium

High

## By Distribution Channel

Hypermarkets/Supermarkets

Specialty Stores

Online Sales Channels

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

L'Oréal S.A.

Coty Inc.

Revlon Inc.

The Est?e Lauder Companies Inc.

Shiseido Co. Ltd.

e.l.f. Cosmetics, Inc.

Sigma Beauty

Real Techniques

Sephora Collection

Morphe Brushes

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