

# **Mascara Market By Category (Regular, Waterproof or Water-resistant), By Product Type (Volumizing, Lengthening, Curling), By Distribution Channel (Offline Channel, E-Commerce): Global Opportunity Analysis and Industry Forecast, 2022 - 2032**

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## **Abstracts**

The mascara market was valued at \$6.4 billion in 2022, and is estimated to reach \$14.1 billion by 2032, growing at a CAGR of 8.3% from 2023 to 2032.

Mascara is a cosmetic product designed to enhance the appearance of eyelashes by darkening, thickening, and lengthening them. It is typically housed in a tube with an applicator wand. It contains a mixture of pigments, waxes, oils, and polymers. These ingredients work together to coat the lashes, providing color, volume, and definition. It is applied to the lashes, creating a more dramatic and defined look. It is commonly used as part of a makeup routine to accentuate the eyes and create a wide range of looks, from natural to dramatic. Mascara formulations vary, including volumizing, lengthening, waterproof, and curling options, with different brush shapes and sizes to achieve specific lash effects.

The mascara market is segmented into category, product type, distribution channel, and region. By category, it is bifurcated into regular and waterproof/water-resistant. By product type, it is divided into volumizing, lengthening, and curling. By distribution channel, it is categorized into offline channel and e-commerce. By region, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and MEA.

The market landscape of the mascara market is positively influenced by the evolving trends of cosmetic and fashion industry. Influences from celebrities, social media, and change in fashion trends significantly shape consumer preferences and behaviors. For

instance, endorsements by celebrities or the emergence of new trends, such as the preference for either natural or dramatic lashes, have attracted consumers towards specific mascara products. Moreover, the proliferation of beauty influencers and online tutorials on platforms such as Instagram and YouTube amplify trend dissemination, directly influencing mascara choices. Consequently, mascara brands are remaining agile, consistently innovating their products, formulations, and marketing approaches to remain pertinent and seize opportunities which arise from shift in beauty trends. The aforementioned factors have boosted the demand for mascara.

Furthermore, the continuous technological advancements have significantly driven the mascara market expansion. The availability of new formulations, applicators, and features in the product, which aims to deliver enhanced benefits to consumers, has boosted market growth. Manufacturers devote substantial resources to R&D, resulting in mascaras that have improved longevity, smudge-proof formulas, waterproof capabilities, and innovative brush designs tailored to specific lash needs such as volumizing, lengthening, curling, or defining. In addition, breakthroughs in ingredient technology have enabled the formulation of mascaras with nourishing and conditioning properties, promoting lash health. For instance, the advent of tubing mascaras, which encase each lash in water-resistant tubes for prolonged wear, stands as a noteworthy innovation in the industry. These technological advancements cater to consumers seeking superior performance and convenience. It has also fueled the overall expansion and competitiveness of the mascara market, as brands are engaged to set themselves apart through innovation and product excellence.

However, mascara typically comprises various components such as pigments, preservatives, fragrances, and binding agents, some of which have the potential to trigger allergic reactions or irritation in susceptible individuals. Ingredients such as parabens, formaldehyde-releasing preservatives, and fragrance compounds are recognized as allergens or irritants for certain people. Moreover, mascara formulations often feature acrylate-based polymers and other synthetic compounds, which may cause discomfort or adverse reactions, particularly among those with sensitive skin or eyes. Consequently, consumers experiencing allergic reactions or irritation exhibit reluctance to use mascara or may actively seek hypoallergenic or sensitive formula alternatives, constraining their options in the market. In addition, apprehensions regarding the safety of specific ingredients, particularly those with controversial or uncertain health implications, can shape consumer perceptions and contribute to hesitancy in purchasing mascara products, thereby hindering market expansion.

The significant restraint on the mascara market is the growing popularity of alternative

eyelash enhancement methods such as eyelash extensions and false lashes. While mascara offers a convenient and cost-effective solution for enhancing lash appearance, some consumers use it for more semi-permanent or dramatic options provided by eyelash extensions or false lashes. Eyelash extensions involve attaching synthetic or natural fibers to individual lashes using an adhesive, creating the appearance of longer, fuller lashes that can last several weeks with proper maintenance. Moreover, false lashes are temporary strips or individual clusters of synthetic or natural lashes applied along the lash line using adhesive for a temporary boost in lash volume and length. These alternatives provide consumers with customizable options for achieving desired lash looks without relying solely on mascara. As a result, the mascara market faces competition from these alternative methods, particularly among consumers seeking more long-lasting or dramatic results.

Furthermore, advancements in eyelash extension techniques and the availability of high-quality false lashes have further intensified competition for mascara brands, compelling them to innovate and differentiate their products to maintain consumer interest and market share.

Moreover, the demand for mascara products made with eco-friendly materials has increased in recent years. Sustainable packaging choices such as recyclable, biodegradable, or refillable options are becoming increasingly popular as consumers prioritize minimizing their environmental impact. Mascara brands are able to set themselves apart and draw in environmentally conscious consumers by providing products in packaging that reflects their sustainability principles. In addition, through investment in innovative packaging solutions and integration of sustainable practices across the supply chain, mascara brands have the chance to resonate with an expanding demographic of eco-aware consumers.

Competitive analysis and profiles of the major players in the mascara market, such as L'Oréal Group, Estée Lauder Companies, Coty Inc, Shiseido Company, Limited, The Procter & Gamble Company (P&G), Revlon, Inc, Chanel S.A, LVMH Moët Hennessy Louis Vuitton SE, and Kose Corporation are provided in this report.

## **Key Benefits for Stakeholders**

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the mascara market analysis from 2022 to 2032 to identify the prevailing mascara market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the mascara market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global mascara market trends, key players, market segments, application areas, and market growth strategies.

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Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

**Key Market Segments By Category Regular**

Waterproof or Water-resistant

By Product Type Volumizing

Lengthening

Curling

By Distribution Channel Offline Channel

E-Commerce

By Region

North America U.S.

Canada

Mexico

Europe UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific China

Japan

India

Australia

Malaysia

Thailand

Indonesia

Rest of Asia-Pacific

Latin America Brazil

Argentina

Rest of Latin America

Middle East and Africa UAE

South Africa

Saudi Arabia

Rest of Middle East And Africa

## Key Market Players

L'Oréal Group

The Estée Lauder Companies Inc.

Coty Inc

Shiseido Company, Limited

The Procter & Gamble Company (P&G)

Revlon, Inc

Chanel S.A

LVMH Mo?t Hennessy Louis Vuitton SE

Kose Corporation

Avon Products, Inc

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top impacting factors
  - 3.2.2. Top investment pockets
- 3.3. Porter s five forces analysis
  - 3.3.1. Low bargaining power of suppliers
  - 3.3.2. Low threat of new entrants
  - 3.3.3. Low threat of substitutes
  - 3.3.4. Low intensity of rivalry
  - 3.3.5. Low bargaining power of buyers
- 3.4. Market dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Rising Beauty Consciousness and Daily Makeup Adoption
    - 3.4.1.2. Influence of Social Media, Beauty Influencers, and Digital Marketing
  - 3.4.2. Restraints
    - 3.4.2.1. Influence of Social Media, Beauty Influencers, and Digital Marketing
    - 3.4.2.2. Intense Competition and Market Saturation
  - 3.4.3. Opportunities
    - 3.4.3.1. Growing Demand for Clean, Vegan, and Sustainable Mascara Products
    - 3.4.3.2. Expansion of E-Commerce and Emerging Markets
- 3.5. Value Chain Analysis

## **CHAPTER 4: MASCARA MARKET, BY CATEGORY**

### 4.1. Overview

#### 4.1.1. Market size and forecast

### 4.2. Regular

#### 4.2.1. Key market trends, growth factors and opportunities

#### 4.2.2. Market size and forecast, by region

#### 4.2.3. Market share analysis by country

### 4.3. Waterproof or Water-resistant

#### 4.3.1. Key market trends, growth factors and opportunities

#### 4.3.2. Market size and forecast, by region

#### 4.3.3. Market share analysis by country

## **CHAPTER 5: MASCARA MARKET, BY PRODUCT TYPE**

### 5.1. Overview

#### 5.1.1. Market size and forecast

### 5.2. Volumizing

#### 5.2.1. Key market trends, growth factors and opportunities

#### 5.2.2. Market size and forecast, by region

#### 5.2.3. Market share analysis by country

### 5.3. Lengthening

#### 5.3.1. Key market trends, growth factors and opportunities

#### 5.3.2. Market size and forecast, by region

#### 5.3.3. Market share analysis by country

### 5.4. Curling

#### 5.4.1. Key market trends, growth factors and opportunities

#### 5.4.2. Market size and forecast, by region

#### 5.4.3. Market share analysis by country

## **CHAPTER 6: MASCARA MARKET, BY DISTRIBUTION CHANNEL**

### 6.1. Overview

#### 6.1.1. Market size and forecast

### 6.2. Offline Channel

#### 6.2.1. Key market trends, growth factors and opportunities

#### 6.2.2. Market size and forecast, by region

#### 6.2.3. Market share analysis by country

### 6.3. E-Commerce

- 6.3.1. Key market trends, growth factors and opportunities
- 6.3.2. Market size and forecast, by region
- 6.3.3. Market share analysis by country

## **CHAPTER 7: MASCARA MARKET, BY REGION**

### 7.1. Overview

- 7.1.1. Market size and forecast By Region

### 7.2. North America

- 7.2.1. Key market trends, growth factors and opportunities
- 7.2.2. Market size and forecast, by Category
- 7.2.3. Market size and forecast, by Product Type
- 7.2.4. Market size and forecast, by Distribution Channel
- 7.2.5. Market size and forecast, by country
  - 7.2.5.1. U.S.
    - 7.2.5.1.1. Market size and forecast, by Category
    - 7.2.5.1.2. Market size and forecast, by Product Type
    - 7.2.5.1.3. Market size and forecast, by Distribution Channel
  - 7.2.5.2. Canada
    - 7.2.5.2.1. Market size and forecast, by Category
    - 7.2.5.2.2. Market size and forecast, by Product Type
    - 7.2.5.2.3. Market size and forecast, by Distribution Channel
  - 7.2.5.3. Mexico
    - 7.2.5.3.1. Market size and forecast, by Category
    - 7.2.5.3.2. Market size and forecast, by Product Type
    - 7.2.5.3.3. Market size and forecast, by Distribution Channel

### 7.3. Europe

- 7.3.1. Key market trends, growth factors and opportunities
- 7.3.2. Market size and forecast, by Category
- 7.3.3. Market size and forecast, by Product Type
- 7.3.4. Market size and forecast, by Distribution Channel
- 7.3.5. Market size and forecast, by country
  - 7.3.5.1. UK
    - 7.3.5.1.1. Market size and forecast, by Category
    - 7.3.5.1.2. Market size and forecast, by Product Type
    - 7.3.5.1.3. Market size and forecast, by Distribution Channel
  - 7.3.5.2. Germany
    - 7.3.5.2.1. Market size and forecast, by Category

- 7.3.5.2.2. Market size and forecast, by Product Type
- 7.3.5.2.3. Market size and forecast, by Distribution Channel

#### 7.3.5.3. France

- 7.3.5.3.1. Market size and forecast, by Category
- 7.3.5.3.2. Market size and forecast, by Product Type
- 7.3.5.3.3. Market size and forecast, by Distribution Channel

#### 7.3.5.4. Italy

- 7.3.5.4.1. Market size and forecast, by Category
- 7.3.5.4.2. Market size and forecast, by Product Type
- 7.3.5.4.3. Market size and forecast, by Distribution Channel

#### 7.3.5.5. Spain

- 7.3.5.5.1. Market size and forecast, by Category
- 7.3.5.5.2. Market size and forecast, by Product Type
- 7.3.5.5.3. Market size and forecast, by Distribution Channel

#### 7.3.5.6. Russia

- 7.3.5.6.1. Market size and forecast, by Category
- 7.3.5.6.2. Market size and forecast, by Product Type
- 7.3.5.6.3. Market size and forecast, by Distribution Channel

#### 7.3.5.7. Rest of Europe

- 7.3.5.7.1. Market size and forecast, by Category
- 7.3.5.7.2. Market size and forecast, by Product Type
- 7.3.5.7.3. Market size and forecast, by Distribution Channel

### 7.4. Asia-Pacific

#### 7.4.1. Key market trends, growth factors and opportunities

#### 7.4.2. Market size and forecast, by Category

#### 7.4.3. Market size and forecast, by Product Type

#### 7.4.4. Market size and forecast, by Distribution Channel

#### 7.4.5. Market size and forecast, by country

##### 7.4.5.1. China

- 7.4.5.1.1. Market size and forecast, by Category
- 7.4.5.1.2. Market size and forecast, by Product Type
- 7.4.5.1.3. Market size and forecast, by Distribution Channel

##### 7.4.5.2. Japan

- 7.4.5.2.1. Market size and forecast, by Category
- 7.4.5.2.2. Market size and forecast, by Product Type
- 7.4.5.2.3. Market size and forecast, by Distribution Channel

##### 7.4.5.3. India

- 7.4.5.3.1. Market size and forecast, by Category
- 7.4.5.3.2. Market size and forecast, by Product Type

7.4.5.3.3. Market size and forecast, by Distribution Channel

7.4.5.4. Australia

7.4.5.4.1. Market size and forecast, by Category

7.4.5.4.2. Market size and forecast, by Product Type

7.4.5.4.3. Market size and forecast, by Distribution Channel

7.4.5.5. Malaysia

7.4.5.5.1. Market size and forecast, by Category

7.4.5.5.2. Market size and forecast, by Product Type

7.4.5.5.3. Market size and forecast, by Distribution Channel

7.4.5.6. Thailand

7.4.5.6.1. Market size and forecast, by Category

7.4.5.6.2. Market size and forecast, by Product Type

7.4.5.6.3. Market size and forecast, by Distribution Channel

7.4.5.7. Indonesia

7.4.5.7.1. Market size and forecast, by Category

7.4.5.7.2. Market size and forecast, by Product Type

7.4.5.7.3. Market size and forecast, by Distribution Channel

7.4.5.8. Rest of Asia-Pacific

7.4.5.8.1. Market size and forecast, by Category

7.4.5.8.2. Market size and forecast, by Product Type

7.4.5.8.3. Market size and forecast, by Distribution Channel

7.5. Latin America

7.5.1. Key market trends, growth factors and opportunities

7.5.2. Market size and forecast, by Category

7.5.3. Market size and forecast, by Product Type

7.5.4. Market size and forecast, by Distribution Channel

7.5.5. Market size and forecast, by country

7.5.5.1. Brazil

7.5.5.1.1. Market size and forecast, by Category

7.5.5.1.2. Market size and forecast, by Product Type

7.5.5.1.3. Market size and forecast, by Distribution Channel

7.5.5.2. Argentina

7.5.5.2.1. Market size and forecast, by Category

7.5.5.2.2. Market size and forecast, by Product Type

7.5.5.2.3. Market size and forecast, by Distribution Channel

7.5.5.3. Rest of Latin America

7.5.5.3.1. Market size and forecast, by Category

7.5.5.3.2. Market size and forecast, by Product Type

7.5.5.3.3. Market size and forecast, by Distribution Channel

## 7.6. Middle East and Africa

7.6.1. Key market trends, growth factors and opportunities

7.6.2. Market size and forecast, by Category

7.6.3. Market size and forecast, by Product Type

7.6.4. Market size and forecast, by Distribution Channel

7.6.5. Market size and forecast, by country

7.6.5.1. UAE

7.6.5.1.1. Market size and forecast, by Category

7.6.5.1.2. Market size and forecast, by Product Type

7.6.5.1.3. Market size and forecast, by Distribution Channel

7.6.5.2. South Africa

7.6.5.2.1. Market size and forecast, by Category

7.6.5.2.2. Market size and forecast, by Product Type

7.6.5.2.3. Market size and forecast, by Distribution Channel

7.6.5.3. Saudi Arabia

7.6.5.3.1. Market size and forecast, by Category

7.6.5.3.2. Market size and forecast, by Product Type

7.6.5.3.3. Market size and forecast, by Distribution Channel

7.6.5.4. Rest of Middle East And Africa

7.6.5.4.1. Market size and forecast, by Category

7.6.5.4.2. Market size and forecast, by Product Type

7.6.5.4.3. Market size and forecast, by Distribution Channel

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

8.1. Introduction

8.2. Top winning strategies

8.3. Product mapping of top 10 player

8.4. Competitive dashboard

8.5. Competitive heatmap

8.6. Top player positioning, 2022

## **CHAPTER 9: COMPANY PROFILES**

9.1. L'Oreal

9.1.1. Company overview

9.1.2. Key executives

9.1.3. Company snapshot

9.1.4. Operating business segments

- 9.1.5. Product portfolio
- 9.1.6. Business performance
- 9.1.7. Key strategic moves and developments
- 9.2. The Estee Lauder Companies Inc.
  - 9.2.1. Company overview
  - 9.2.2. Key executives
  - 9.2.3. Company snapshot
  - 9.2.4. Operating business segments
  - 9.2.5. Product portfolio
  - 9.2.6. Business performance
  - 9.2.7. Key strategic moves and developments
- 9.3. Coty Inc
  - 9.3.1. Company overview
  - 9.3.2. Key executives
  - 9.3.3. Company snapshot
  - 9.3.4. Operating business segments
  - 9.3.5. Product portfolio
  - 9.3.6. Business performance
  - 9.3.7. Key strategic moves and developments
- 9.4. Shiseido Company, Limited
  - 9.4.1. Company overview
  - 9.4.2. Key executives
  - 9.4.3. Company snapshot
  - 9.4.4. Operating business segments
  - 9.4.5. Product portfolio
  - 9.4.6. Business performance
  - 9.4.7. Key strategic moves and developments
- 9.5. Procter & Gamble
  - 9.5.1. Company overview
  - 9.5.2. Key executives
  - 9.5.3. Company snapshot
  - 9.5.4. Operating business segments
  - 9.5.5. Product portfolio
  - 9.5.6. Business performance
  - 9.5.7. Key strategic moves and developments
- 9.6. Revlon
  - 9.6.1. Company overview
  - 9.6.2. Key executives
  - 9.6.3. Company snapshot

- 9.6.4. Operating business segments
- 9.6.5. Product portfolio
- 9.6.6. Business performance
- 9.6.7. Key strategic moves and developments
- 9.7. Chanel
  - 9.7.1. Company overview
  - 9.7.2. Key executives
  - 9.7.3. Company snapshot
  - 9.7.4. Operating business segments
  - 9.7.5. Product portfolio
  - 9.7.6. Business performance
  - 9.7.7. Key strategic moves and developments
- 9.8. LVMH
  - 9.8.1. Company overview
  - 9.8.2. Key executives
  - 9.8.3. Company snapshot
  - 9.8.4. Operating business segments
  - 9.8.5. Product portfolio
  - 9.8.6. Business performance
  - 9.8.7. Key strategic moves and developments
- 9.9. KOSE Holdings
  - 9.9.1. Company overview
  - 9.9.2. Key executives
  - 9.9.3. Company snapshot
  - 9.9.4. Operating business segments
  - 9.9.5. Product portfolio
  - 9.9.6. Business performance
  - 9.9.7. Key strategic moves and developments
- 9.10. Avon Products, Inc
  - 9.10.1. Company overview
  - 9.10.2. Key executives
  - 9.10.3. Company snapshot
  - 9.10.4. Operating business segments
  - 9.10.5. Product portfolio
  - 9.10.6. Business performance
  - 9.10.7. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

- TABLE 01. GLOBAL MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)
- TABLE 02. MASCARA MARKET FOR REGULAR, BY REGION, 2022-2032 (\$MILLION)
- TABLE 03. MASCARA MARKET FOR WATERPROOF OR WATER-RESISTANT, BY REGION, 2022-2032 (\$MILLION)
- TABLE 04. GLOBAL MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)
- TABLE 05. MASCARA MARKET FOR VOLUMIZING, BY REGION, 2022-2032 (\$MILLION)
- TABLE 06. MASCARA MARKET FOR LENGTHENING, BY REGION, 2022-2032 (\$MILLION)
- TABLE 07. MASCARA MARKET FOR CURLING, BY REGION, 2022-2032 (\$MILLION)
- TABLE 08. GLOBAL MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)
- TABLE 09. MASCARA MARKET FOR OFFLINE CHANNEL, BY REGION, 2022-2032 (\$MILLION)
- TABLE 10. MASCARA MARKET FOR E-COMMERCE, BY REGION, 2022-2032 (\$MILLION)
- TABLE 11. MASCARA MARKET, BY REGION, 2022-2032 (\$MILLION)
- TABLE 12. NORTH AMERICA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)
- TABLE 13. NORTH AMERICA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)
- TABLE 14. NORTH AMERICA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)
- TABLE 15. NORTH AMERICA MASCARA MARKET, BY COUNTRY, 2022-2032 (\$MILLION)
- TABLE 16. U.S. MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)
- TABLE 17. U.S. MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)
- TABLE 18. U.S. MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)
- TABLE 19. CANADA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)
- TABLE 20. CANADA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)
- TABLE 21. CANADA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 22. MEXICO MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 23. MEXICO MASCARA MARKET, BY PRODUCT TYPE, 2022-2032  
(\$MILLION)

TABLE 24. MEXICO MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032  
(\$MILLION)

TABLE 25. EUROPE MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 26. EUROPE MASCARA MARKET, BY PRODUCT TYPE, 2022-2032  
(\$MILLION)

TABLE 27. EUROPE MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032  
(\$MILLION)

TABLE 28. EUROPE MASCARA MARKET, BY COUNTRY, 2022-2032 (\$MILLION)

TABLE 29. UK MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 30. UK MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 31. UK MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032  
(\$MILLION)

TABLE 32. GERMANY MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 33. GERMANY MASCARA MARKET, BY PRODUCT TYPE, 2022-2032  
(\$MILLION)

TABLE 34. GERMANY MASCARA MARKET, BY DISTRIBUTION CHANNEL,  
2022-2032 (\$MILLION)

TABLE 35. FRANCE MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 36. FRANCE MASCARA MARKET, BY PRODUCT TYPE, 2022-2032  
(\$MILLION)

TABLE 37. FRANCE MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032  
(\$MILLION)

TABLE 38. ITALY MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 39. ITALY MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 40. ITALY MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032  
(\$MILLION)

TABLE 41. SPAIN MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 42. SPAIN MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 43. SPAIN MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032  
(\$MILLION)

TABLE 44. RUSSIA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 45. RUSSIA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032  
(\$MILLION)

TABLE 46. RUSSIA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032  
(\$MILLION)

TABLE 47. REST OF EUROPE MASCARA MARKET, BY CATEGORY, 2022-2032

(\$MILLION)

TABLE 48. REST OF EUROPE MASCARA MARKET, BY PRODUCT TYPE, 2022-2032

(\$MILLION)

TABLE 49. REST OF EUROPE MASCARA MARKET, BY DISTRIBUTION CHANNEL,  
2022-2032 (\$MILLION)

TABLE 50. ASIA-PACIFIC MASCARA MARKET, BY CATEGORY, 2022-2032

(\$MILLION)

TABLE 51. ASIA-PACIFIC MASCARA MARKET, BY PRODUCT TYPE, 2022-2032

(\$MILLION)

TABLE 52. ASIA-PACIFIC MASCARA MARKET, BY DISTRIBUTION CHANNEL,  
2022-2032 (\$MILLION)

TABLE 53. ASIA-PACIFIC MASCARA MARKET, BY COUNTRY, 2022-2032

(\$MILLION)

TABLE 54. CHINA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 55. CHINA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 56. CHINA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032

(\$MILLION)

TABLE 57. JAPAN MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 58. JAPAN MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 59. JAPAN MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032

(\$MILLION)

TABLE 60. INDIA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 61. INDIA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 62. INDIA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032

(\$MILLION)

TABLE 63. AUSTRALIA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 64. AUSTRALIA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032

(\$MILLION)

TABLE 65. AUSTRALIA MASCARA MARKET, BY DISTRIBUTION CHANNEL,  
2022-2032 (\$MILLION)

TABLE 66. MALAYSIA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 67. MALAYSIA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032

(\$MILLION)

TABLE 68. MALAYSIA MASCARA MARKET, BY DISTRIBUTION CHANNEL,  
2022-2032 (\$MILLION)

TABLE 69. THAILAND MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 70. THAILAND MASCARA MARKET, BY PRODUCT TYPE, 2022-2032

(\$MILLION)

TABLE 71. THAILAND MASCARA MARKET, BY DISTRIBUTION CHANNEL,

2022-2032 (\$MILLION)

TABLE 72. INDONESIA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 73. INDONESIA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 74. INDONESIA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 75. REST OF ASIA-PACIFIC MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 76. REST OF ASIA-PACIFIC MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 77. REST OF ASIA-PACIFIC MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 78. LATIN AMERICA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 79. LATIN AMERICA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 80. LATIN AMERICA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 81. LATIN AMERICA MASCARA MARKET, BY COUNTRY, 2022-2032 (\$MILLION)

TABLE 82. BRAZIL MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 83. BRAZIL MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 84. BRAZIL MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 85. ARGENTINA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 86. ARGENTINA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 87. ARGENTINA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 88. REST OF LATIN AMERICA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 89. REST OF LATIN AMERICA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 90. REST OF LATIN AMERICA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 91. MIDDLE EAST AND AFRICA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 92. MIDDLE EAST AND AFRICA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 93. MIDDLE EAST AND AFRICA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 94. MIDDLE EAST AND AFRICA MASCARA MARKET, BY COUNTRY, 2022-2032 (\$MILLION)

TABLE 95. UAE MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 96. UAE MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 97. UAE MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 98. SOUTH AFRICA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 99. SOUTH AFRICA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 100. SOUTH AFRICA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 101. SAUDI ARABIA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 102. SAUDI ARABIA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 103. SAUDI ARABIA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 104. REST OF MIDDLE EAST AND AFRICA MASCARA MARKET, BY CATEGORY, 2022-2032 (\$MILLION)

TABLE 105. REST OF MIDDLE EAST AND AFRICA MASCARA MARKET, BY PRODUCT TYPE, 2022-2032 (\$MILLION)

TABLE 106. REST OF MIDDLE EAST AND AFRICA MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022-2032 (\$MILLION)

TABLE 107. L'OREAL: KEY EXECUTIVES

TABLE 108. L'OREAL: COMPANY SNAPSHOT

TABLE 109. L'OREAL: PRODUCT SEGMENTS

TABLE 110. L'OREAL: SERVICE SEGMENTS

TABLE 111. L'OREAL: PRODUCT PORTFOLIO

TABLE 112. L'OREAL: KEY STRATEGIES

TABLE 113. THE ESTEE LAUDER COMPANIES INC.: KEY EXECUTIVES

TABLE 114. THE ESTEE LAUDER COMPANIES INC.: COMPANY SNAPSHOT

TABLE 115. THE ESTEE LAUDER COMPANIES INC.: PRODUCT SEGMENTS

TABLE 116. THE ESTEE LAUDER COMPANIES INC.: SERVICE SEGMENTS

TABLE 117. THE ESTEE LAUDER COMPANIES INC.: PRODUCT PORTFOLIO

TABLE 118. THE ESTEE LAUDER COMPANIES INC.: KEY STRATERGIES

TABLE 119. COTY INC: KEY EXECUTIVES

TABLE 120. COTY INC: COMPANY SNAPSHOT

TABLE 121. COTY INC: PRODUCT SEGMENTS

TABLE 122. COTY INC: SERVICE SEGMENTS

TABLE 123. COTY INC: PRODUCT PORTFOLIO

TABLE 124. COTY INC: KEY STRATERGIES

TABLE 125. SHISEIDO COMPANY, LIMITED: KEY EXECUTIVES

TABLE 126. SHISEIDO COMPANY, LIMITED: COMPANY SNAPSHOT

TABLE 127. SHISEIDO COMPANY, LIMITED: PRODUCT SEGMENTS

TABLE 128. SHISEIDO COMPANY, LIMITED: SERVICE SEGMENTS

TABLE 129. SHISEIDO COMPANY, LIMITED: PRODUCT PORTFOLIO

TABLE 130. SHISEIDO COMPANY, LIMITED: KEY STRATERGIES

TABLE 131. PROCTER & GAMBLE: KEY EXECUTIVES

TABLE 132. PROCTER & GAMBLE: COMPANY SNAPSHOT

TABLE 133. PROCTER & GAMBLE: PRODUCT SEGMENTS

TABLE 134. PROCTER & GAMBLE: SERVICE SEGMENTS

TABLE 135. PROCTER & GAMBLE: PRODUCT PORTFOLIO

TABLE 136. PROCTER & GAMBLE: KEY STRATERGIES

TABLE 137. REVLON: KEY EXECUTIVES

TABLE 138. REVLON: COMPANY SNAPSHOT

TABLE 139. REVLON: PRODUCT SEGMENTS

TABLE 140. REVLON: SERVICE SEGMENTS

TABLE 141. REVLON: PRODUCT PORTFOLIO

TABLE 142. REVLON: KEY STRATERGIES

TABLE 143. CHANEL: KEY EXECUTIVES

TABLE 144. CHANEL: COMPANY SNAPSHOT

TABLE 145. CHANEL: PRODUCT SEGMENTS

TABLE 146. CHANEL: SERVICE SEGMENTS

TABLE 147. CHANEL: PRODUCT PORTFOLIO

TABLE 148. CHANEL: KEY STRATERGIES

TABLE 149. LVMH: KEY EXECUTIVES

TABLE 150. LVMH: COMPANY SNAPSHOT

TABLE 151. LVMH: PRODUCT SEGMENTS

TABLE 152. LVMH: SERVICE SEGMENTS

TABLE 153. LVMH: PRODUCT PORTFOLIO

TABLE 154. LVMH: KEY STRATERGIES

TABLE 155. KOSE HOLDINGS: KEY EXECUTIVES

TABLE 156. KOSE HOLDINGS: COMPANY SNAPSHOT

TABLE 157. KOSE HOLDINGS: PRODUCT SEGMENTS

TABLE 158. KOSE HOLDINGS: SERVICE SEGMENTS

TABLE 159. KOSE HOLDINGS: PRODUCT PORTFOLIO

TABLE 160. KOSE HOLDINGS: KEY STRATEGIES

TABLE 161. AVON PRODUCTS, INC: KEY EXECUTIVES

TABLE 162. AVON PRODUCTS, INC: COMPANY SNAPSHOT

TABLE 163. AVON PRODUCTS, INC: PRODUCT SEGMENTS

TABLE 164. AVON PRODUCTS, INC: SERVICE SEGMENTS

TABLE 165. AVON PRODUCTS, INC: PRODUCT PORTFOLIO

TABLE 166. AVON PRODUCTS, INC: KEY STRATEGIES

## List Of Figures

### LIST OF FIGURES

- FIGURE 01. MASCARA MARKET, 2022-2032
- FIGURE 02. SEGMENTATION OF MASCARA MARKET, 2022-2032
- FIGURE 03. TOP IMPACTING FACTORS IN MASCARA MARKET (2022 TO 2032)
- FIGURE 04. TOP INVESTMENT POCKETS IN MASCARA MARKET (2023-2032)
- FIGURE 05. LOW BARGAINING POWER OF SUPPLIERS
- FIGURE 06. LOW THREAT OF NEW ENTRANTS
- FIGURE 07. LOW THREAT OF SUBSTITUTES
- FIGURE 08. LOW INTENSITY OF RIVALRY
- FIGURE 09. LOW BARGAINING POWER OF BUYERS
- FIGURE 10. GLOBAL MASCARA MARKET: DRIVERS, RESTRAINTS AND OPPORTUNITIES
- FIGURE 11. MASCARA MARKET, BY CATEGORY, 2022 AND 2032(%)
- FIGURE 12. COMPARATIVE SHARE ANALYSIS OF MASCARA MARKET FOR REGULAR, BY COUNTRY 2022 AND 2032(%)
- FIGURE 13. COMPARATIVE SHARE ANALYSIS OF MASCARA MARKET FOR WATERPROOF OR WATER-RESISTANT, BY COUNTRY 2022 AND 2032(%)
- FIGURE 14. MASCARA MARKET, BY PRODUCT TYPE, 2022 AND 2032(%)
- FIGURE 15. COMPARATIVE SHARE ANALYSIS OF MASCARA MARKET FOR VOLUMIZING, BY COUNTRY 2022 AND 2032(%)
- FIGURE 16. COMPARATIVE SHARE ANALYSIS OF MASCARA MARKET FOR LENGTHENING, BY COUNTRY 2022 AND 2032(%)
- FIGURE 17. COMPARATIVE SHARE ANALYSIS OF MASCARA MARKET FOR CURLING, BY COUNTRY 2022 AND 2032(%)
- FIGURE 18. MASCARA MARKET, BY DISTRIBUTION CHANNEL, 2022 AND 2032(%)
- FIGURE 19. COMPARATIVE SHARE ANALYSIS OF MASCARA MARKET FOR OFFLINE CHANNEL, BY COUNTRY 2022 AND 2032(%)
- FIGURE 20. COMPARATIVE SHARE ANALYSIS OF MASCARA MARKET FOR E-COMMERCE, BY COUNTRY 2022 AND 2032(%)
- FIGURE 21. MASCARA MARKET BY REGION, 2022 AND 2032(%)
- FIGURE 22. U.S. MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 23. CANADA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 24. MEXICO MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 25. UK MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 26. GERMANY MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 27. FRANCE MASCARA MARKET, 2022-2032 (\$MILLION)

- FIGURE 28. ITALY MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 29. SPAIN MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 30. RUSSIA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 31. REST OF EUROPE MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 32. CHINA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 33. JAPAN MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 34. INDIA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 35. AUSTRALIA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 36. MALAYSIA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 37. THAILAND MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 38. INDONESIA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 39. REST OF ASIA-PACIFIC MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 40. BRAZIL MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 41. ARGENTINA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 42. REST OF LATIN AMERICA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 43. UAE MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 44. SOUTH AFRICA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 45. SAUDI ARABIA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 46. REST OF MIDDLE EAST AND AFRICA MASCARA MARKET, 2022-2032 (\$MILLION)
- FIGURE 47. TOP WINNING STRATEGIES, BY YEAR (2021-2023)
- FIGURE 48. TOP WINNING STRATEGIES, BY DEVELOPMENT (2021-2023)
- FIGURE 49. TOP WINNING STRATEGIES, BY COMPANY (2021-2023)
- FIGURE 50. PRODUCT MAPPING OF TOP 10 PLAYERS
- FIGURE 51. COMPETITIVE DASHBOARD
- FIGURE 52. COMPETITIVE HEATMAP: MASCARA MARKET
- FIGURE 53. TOP PLAYER POSITIONING, 2022

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