

# Eyeliner Industry Research Report 2024

<https://marketpublishers.com/r/E44998F6263BEN.html>

Date: April 2024

Pages: 142

Price: US\$ 2,950.00 (Single User License)

ID: E44998F6263BEN

## Abstracts

Eyeliner is a cosmetic used to define the eyes. It is applied around the contours of the eye(s) to create a variety of aesthetic effects. The makeup is usually used by women and girls, sometimes for males for purpose like fashion.

Eyeliner is commonly used as a daily make up routine to define the eye or create the look of a wider or smaller eye. Eyeliner can be used as a tool to create various looks as well as highlighting different features of the eyes.

According to APO Research, the global Eyeliner market was valued at US\$ million in 2023 and is anticipated to reach US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

Europe is the largest Eyeliner market with about 37% market share. US is follower, accounting for about 17% market share.

The key players are L'Oreal Paris, EsteeLauder, P&G, LVMH, SHISEIDO, Dior, Amore, Chanel, Sisley, Jordana Cosmetics, Revlon, Jane Iredale, Kate, Almay, Physicians Formula, VOV, Marykay, Marie Dalgar, Carslan, Flamingo, Bleunuit etc. Top 3 companies occupied about 49% market share.

## Report Scope

This report aims to provide a comprehensive presentation of the global market for Eyeliner, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Eyeliner.

The report will help the Eyeliner manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, by Type, by Application, and by regions.

The Eyeliner market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Eyeliner market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

### Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

L'Oreal Paris

EsteeLauder

P&G

LVMH

SHISEIDO

Dior

Amore

Chanel

Sisley

Jordana Cosmetics

Revlon

Jane Iredale

Kate

Almay

Physicians Formula

VOV

Marykay

Marie Dalgar

Carslan

Flamingo

Bleunuit

## Eyeliner segment by Type

Liquid Eyeliner

Powder-based Eye Pencil

Wax-based Eye Pencils

Kohl Eyeliner

Gel Eye Liner

### Eyeliner segment by Application

Women

Males for Purpose Like Fashion

Girls

### Eyeliner Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Eyeliner market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Eyeliner and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Eyeliner.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Chapter Outline

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term,

and long term.

Chapter 3: Detailed analysis of Eyeliner manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Eyeliner by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Eyeliner in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

Chapter 11: The main points and conclusions of the report.

## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
  - 2.2.1 Global Eyeliner Market Size (2019-2030) & (US\$ Million)
  - 2.2.2 Global Eyeliner Sales (2019-2030)
  - 2.2.3 Global Eyeliner Market Average Price (2019-2030)
- 2.3 Eyeliner by Type
  - 2.3.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.3.2 Liquid Eyeliner
  - 2.3.3 Powder-based Eye Pencil
  - 2.3.4 Wax-based Eye Pencils
  - 2.3.5 Kohl Eyeliner
  - 2.3.6 Gel Eye Liner
- 2.4 Eyeliner by Application
  - 2.4.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.4.2 Women
  - 2.4.3 Males for Purpose Like Fashion
  - 2.4.4 Girls

### 3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Eyeliner Market Competitive Situation by Manufacturers (2019 Versus 2023)
- 3.2 Global Eyeliner Sales (K Units) of Manufacturers (2019-2024)
- 3.3 Global Eyeliner Revenue of Manufacturers (2019-2024)
- 3.4 Global Eyeliner Average Price by Manufacturers (2019-2024)



- 3.5 Global Eyeliner Industry Ranking, 2022 VS 2023 VS 2024
- 3.6 Global Manufacturers of Eyeliner, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Eyeliner, Product Type & Application
- 3.8 Global Manufacturers of Eyeliner, Date of Enter into This Industry
- 3.9 Global Eyeliner Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

## **4 MANUFACTURERS PROFILED**

### 4.1 L'Oreal Paris

- 4.1.1 L'Oreal Paris Company Information
- 4.1.2 L'Oreal Paris Business Overview
- 4.1.3 L'Oreal Paris Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.1.4 L'Oreal Paris Eyeliner Product Portfolio
- 4.1.5 L'Oreal Paris Recent Developments

### 4.2 EsteeLauder

- 4.2.1 EsteeLauder Company Information
- 4.2.2 EsteeLauder Business Overview
- 4.2.3 EsteeLauder Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.2.4 EsteeLauder Eyeliner Product Portfolio
- 4.2.5 EsteeLauder Recent Developments

### 4.3 P&G

- 4.3.1 P&G Company Information
- 4.3.2 P&G Business Overview
- 4.3.3 P&G Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.3.4 P&G Eyeliner Product Portfolio
- 4.3.5 P&G Recent Developments

### 4.4 LVMH

- 4.4.1 LVMH Company Information
- 4.4.2 LVMH Business Overview
- 4.4.3 LVMH Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.4.4 LVMH Eyeliner Product Portfolio
- 4.4.5 LVMH Recent Developments

### 4.5 SHISEIDO

- 4.5.1 SHISEIDO Company Information
- 4.5.2 SHISEIDO Business Overview
- 4.5.3 SHISEIDO Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.5.4 SHISEIDO Eyeliner Product Portfolio
- 4.5.5 SHISEIDO Recent Developments

#### 4.6 Dior

4.6.1 Dior Company Information

4.6.2 Dior Business Overview

4.6.3 Dior Eyeliner Sales, Revenue and Gross Margin (2019-2024)

4.6.4 Dior Eyeliner Product Portfolio

4.6.5 Dior Recent Developments

#### 4.7 Amore

4.7.1 Amore Company Information

4.7.2 Amore Business Overview

4.7.3 Amore Eyeliner Sales, Revenue and Gross Margin (2019-2024)

4.7.4 Amore Eyeliner Product Portfolio

4.7.5 Amore Recent Developments

#### 4.8 Chanel

4.8.1 Chanel Company Information

4.8.2 Chanel Business Overview

4.8.3 Chanel Eyeliner Sales, Revenue and Gross Margin (2019-2024)

4.8.4 Chanel Eyeliner Product Portfolio

4.8.5 Chanel Recent Developments

#### 4.9 Sisley

4.9.1 Sisley Company Information

4.9.2 Sisley Business Overview

4.9.3 Sisley Eyeliner Sales, Revenue and Gross Margin (2019-2024)

4.9.4 Sisley Eyeliner Product Portfolio

4.9.5 Sisley Recent Developments

#### 4.10 Jordana Cosmetics

4.10.1 Jordana Cosmetics Company Information

4.10.2 Jordana Cosmetics Business Overview

4.10.3 Jordana Cosmetics Eyeliner Sales, Revenue and Gross Margin (2019-2024)

4.10.4 Jordana Cosmetics Eyeliner Product Portfolio

4.10.5 Jordana Cosmetics Recent Developments

#### 4.11 Revlon

4.11.1 Revlon Company Information

4.11.2 Revlon Business Overview

4.11.3 Revlon Eyeliner Sales, Revenue and Gross Margin (2019-2024)

4.11.4 Revlon Eyeliner Product Portfolio

4.11.5 Revlon Recent Developments

#### 4.12 Jane Iredale

4.12.1 Jane Iredale Company Information

4.12.2 Jane Iredale Business Overview

- 4.12.3 Jane Iredale Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.12.4 Jane Iredale Eyeliner Product Portfolio
- 4.12.5 Jane Iredale Recent Developments
- 4.13 Kate
  - 4.13.1 Kate Company Information
  - 4.13.2 Kate Business Overview
  - 4.13.3 Kate Eyeliner Sales, Revenue and Gross Margin (2019-2024)
  - 4.13.4 Kate Eyeliner Product Portfolio
  - 4.13.5 Kate Recent Developments
- 4.14 Almay
  - 4.14.1 Almay Company Information
  - 4.14.2 Almay Business Overview
  - 4.14.3 Almay Eyeliner Sales, Revenue and Gross Margin (2019-2024)
  - 4.14.4 Almay Eyeliner Product Portfolio
  - 4.14.5 Almay Recent Developments
- 4.15 Physicians Formula
  - 4.15.1 Physicians Formula Company Information
  - 4.15.2 Physicians Formula Business Overview
  - 4.15.3 Physicians Formula Eyeliner Sales, Revenue and Gross Margin (2019-2024)
  - 4.15.4 Physicians Formula Eyeliner Product Portfolio
  - 4.15.5 Physicians Formula Recent Developments
- 4.16 VOV
  - 4.16.1 VOV Company Information
  - 4.16.2 VOV Business Overview
  - 4.16.3 VOV Eyeliner Sales, Revenue and Gross Margin (2019-2024)
  - 4.16.4 VOV Eyeliner Product Portfolio
  - 4.16.5 VOV Recent Developments
- 4.17 Marykay
  - 4.17.1 Marykay Company Information
  - 4.17.2 Marykay Business Overview
  - 4.17.3 Marykay Eyeliner Sales, Revenue and Gross Margin (2019-2024)
  - 4.17.4 Marykay Eyeliner Product Portfolio
  - 4.17.5 Marykay Recent Developments
- 4.18 Marie Dalgar
  - 4.18.1 Marie Dalgar Company Information
  - 4.18.2 Marie Dalgar Business Overview
  - 4.18.3 Marie Dalgar Eyeliner Sales, Revenue and Gross Margin (2019-2024)
  - 4.18.4 Marie Dalgar Eyeliner Product Portfolio
  - 4.18.5 Marie Dalgar Recent Developments

#### 4.19 Carslan

- 4.19.1 Carslan Company Information
- 4.19.2 Carslan Business Overview
- 4.19.3 Carslan Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.19.4 Carslan Eyeliner Product Portfolio
- 4.19.5 Carslan Recent Developments

#### 4.20 Flamingo

- 4.20.1 Flamingo Company Information
- 4.20.2 Flamingo Business Overview
- 4.20.3 Flamingo Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.20.4 Flamingo Eyeliner Product Portfolio
- 4.20.5 Flamingo Recent Developments

#### 4.21 Bleunuit

- 4.21.1 Bleunuit Company Information
- 4.21.2 Bleunuit Business Overview
- 4.21.3 Bleunuit Eyeliner Sales, Revenue and Gross Margin (2019-2024)
- 4.21.4 Bleunuit Eyeliner Product Portfolio
- 4.21.5 Bleunuit Recent Developments

### **5 GLOBAL EYELINER MARKET SCENARIO BY REGION**

#### 5.1 Global Eyeliner Market Size by Region: 2019 VS 2023 VS 2030

#### 5.2 Global Eyeliner Sales by Region: 2019-2030

- 5.2.1 Global Eyeliner Sales by Region: 2019-2024
- 5.2.2 Global Eyeliner Sales by Region: 2025-2030

#### 5.3 Global Eyeliner Revenue by Region: 2019-2030

- 5.3.1 Global Eyeliner Revenue by Region: 2019-2024
- 5.3.2 Global Eyeliner Revenue by Region: 2025-2030

#### 5.4 North America Eyeliner Market Facts & Figures by Country

- 5.4.1 North America Eyeliner Market Size by Country: 2019 VS 2023 VS 2030
- 5.4.2 North America Eyeliner Sales by Country (2019-2030)
- 5.4.3 North America Eyeliner Revenue by Country (2019-2030)
- 5.4.4 U.S.
- 5.4.5 Canada

#### 5.5 Europe Eyeliner Market Facts & Figures by Country

- 5.5.1 Europe Eyeliner Market Size by Country: 2019 VS 2023 VS 2030
- 5.5.2 Europe Eyeliner Sales by Country (2019-2030)
- 5.5.3 Europe Eyeliner Revenue by Country (2019-2030)
- 5.5.4 Germany

5.5.5 France

5.5.6 U.K.

5.5.7 Italy

5.5.8 Russia

## 5.6 Asia Pacific Eyeliner Market Facts & Figures by Country

5.6.1 Asia Pacific Eyeliner Market Size by Country: 2019 VS 2023 VS 2030

5.6.2 Asia Pacific Eyeliner Sales by Country (2019-2030)

5.6.3 Asia Pacific Eyeliner Revenue by Country (2019-2030)

5.6.4 China

5.6.5 Japan

5.6.6 South Korea

5.6.7 India

5.6.8 Australia

5.6.9 China Taiwan

5.6.10 Indonesia

5.6.11 Thailand

5.6.12 Malaysia

## 5.7 Latin America Eyeliner Market Facts & Figures by Country

5.7.1 Latin America Eyeliner Market Size by Country: 2019 VS 2023 VS 2030

5.7.2 Latin America Eyeliner Sales by Country (2019-2030)

5.7.3 Latin America Eyeliner Revenue by Country (2019-2030)

5.7.4 Mexico

5.7.5 Brazil

5.7.6 Argentina

## 5.8 Middle East and Africa Eyeliner Market Facts & Figures by Country

5.8.1 Middle East and Africa Eyeliner Market Size by Country: 2019 VS 2023 VS 2030

5.8.2 Middle East and Africa Eyeliner Sales by Country (2019-2030)

5.8.3 Middle East and Africa Eyeliner Revenue by Country (2019-2030)

5.8.4 Turkey

5.8.5 Saudi Arabia

5.8.6 UAE

## 6 SEGMENT BY TYPE

### 6.1 Global Eyeliner Sales by Type (2019-2030)

6.1.1 Global Eyeliner Sales by Type (2019-2030) & (K Units)

6.1.2 Global Eyeliner Sales Market Share by Type (2019-2030)

### 6.2 Global Eyeliner Revenue by Type (2019-2030)

6.2.1 Global Eyeliner Sales by Type (2019-2030) & (US\$ Million)

- 6.2.2 Global Eyeliner Revenue Market Share by Type (2019-2030)
- 6.3 Global Eyeliner Price by Type (2019-2030)

## **7 SEGMENT BY APPLICATION**

- 7.1 Global Eyeliner Sales by Application (2019-2030)
  - 7.1.1 Global Eyeliner Sales by Application (2019-2030) & (K Units)
  - 7.1.2 Global Eyeliner Sales Market Share by Application (2019-2030)
- 7.2 Global Eyeliner Revenue by Application (2019-2030)
  - 7.2.1 Global Eyeliner Sales by Application (2019-2030) & (US\$ Million)
  - 7.2.2 Global Eyeliner Revenue Market Share by Application (2019-2030)
- 7.3 Global Eyeliner Price by Application (2019-2030)

## **8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET**

- 8.1 Eyeliner Value Chain Analysis
  - 8.1.1 Eyeliner Key Raw Materials
  - 8.1.2 Raw Materials Key Suppliers
  - 8.1.3 Eyeliner Production Mode & Process
- 8.2 Eyeliner Sales Channels Analysis
  - 8.2.1 Direct Comparison with Distribution Share
  - 8.2.2 Eyeliner Distributors
  - 8.2.3 Eyeliner Customers

## **9 GLOBAL EYELINER ANALYZING MARKET DYNAMICS**

- 9.1 Eyeliner Industry Trends
- 9.2 Eyeliner Industry Drivers
- 9.3 Eyeliner Industry Opportunities and Challenges
- 9.4 Eyeliner Industry Restraints

## **10 REPORT CONCLUSION**

## **11 DISCLAIMER**

## I would like to order

Product name: Eyeliner Industry Research Report 2024

Product link: <https://marketpublishers.com/r/E44998F6263BEN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E44998F6263BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970