

Global Mascara Market Size, Manufacturers, Growth Analysis Industry Forecast to 2030

<https://marketpublishers.com/r/GD8C1F2071EAEN.html>

Date: April 2024

Pages: 217

Price: US\$ 4,250.00 (Single User License)

ID: GD8C1F2071EAEN

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.

According to APO Research, The global Mascara market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

North American market for Mascara is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Asia-Pacific market for Mascara is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

The China market for Mascara is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Europe market for Mascara is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

The major global manufacturers of Mascara include L'Oreal, Estee Lauder, Procter & Gamble, LVMH, Coty, Avon, Shiseido, Amore Pacific and Missha, etc. In 2023, the

world's top three vendors accounted for approximately % of the revenue.

This report presents an overview of global market for Mascara, sales, revenue and price. Analyses of the global market trends, with historic market revenue or sales data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Mascara, also provides the sales of main regions and countries. Of the upcoming market potential for Mascara, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Mascara sales, revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Mascara market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, sales, revenue, and price, from 2019 to 2030. Evaluation and forecast the market size for Mascara sales, projected growth trends, production technology, application and end-user industry.

Mascara segment by Company

L'Oreal

Estee Lauder

Procter & Gamble

LVMH

Coty

Avon

Shiseido

Amore Pacific

Missha

Chanel

Mary Kay

Alticor

PIAS

Natura

Revlon

Oriflame

Groupe Rocher

Kose Corp

Beiersdorf

DHC

Thefaceshop

Gurwitch

Pola Orbis

Marie Dalgar

Elizabeth Arden

Mascara segment by Type

Regular

Waterproof

Water Resistant

Mascara segment by Age

Age 12-17

Age 18-24

Age 25-44

Age 45-64

Other

Mascara 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

Study Objectives

1. To analyze and research the global Mascara status and future forecast, involving, sales, revenue, growth rate (CAGR), market share, historical and forecast.
2. To present the key manufacturers, sales, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.
4. To analyze the global and key regions Mascara market potential and advantage, opportunity and challenge, restraints, and risks.
5. To identify Mascara significant trends, drivers, influence factors in global and regions.
6. To analyze Mascara competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

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 Mascara 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 Mascara 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 sales 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 Mascara.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Provides an overview of the Mascara market, including product definition, global market growth prospects, sales value, sales volume, and average price forecasts (2019-2030).

Chapter 2: Analysis key trends, drivers, challenges, and opportunities within the global Mascara industry.

Chapter 3: Detailed analysis of Mascara manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: 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 5: 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 6: Sales and value of Mascara in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space, and market size of each country in the world.

Chapter 7: Sales and value of Mascara in country level. It provides sigma data by type, and by application for each country/region.

Chapter 8: Provides profiles of key players, introducing the basic situation of the main

companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

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

Chapter 10: Concluding Insights.

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Market Growth Prospects
 - 1.2.1 Global Mascara Sales Value (2019-2030)
 - 1.2.2 Global Mascara Sales Volume (2019-2030)
 - 1.2.3 Global Mascara Sales Average Price (2019-2030)
- 1.3 Assumptions and Limitations
- 1.4 Study Goals and Objectives

2 MASCARA MARKET DYNAMICS

- 2.1 Mascara Industry Trends
- 2.2 Mascara Industry Drivers
- 2.3 Mascara Industry Opportunities and Challenges
- 2.4 Mascara Industry Restraints

3 MASCARA MARKET BY COMPANY

- 3.1 Global Mascara Company Revenue Ranking in 2023
- 3.2 Global Mascara Revenue by Company (2019-2024)
- 3.3 Global Mascara Sales Volume by Company (2019-2024)
- 3.4 Global Mascara Average Price by Company (2019-2024)
- 3.5 Global Mascara Company Ranking, 2022 VS 2023 VS 2024
- 3.6 Global Mascara Company Manufacturing Base & Headquarters
- 3.7 Global Mascara Company, Product Type & Application
- 3.8 Global Mascara Company Commercialization Time
- 3.9 Market Competitive Analysis
 - 3.9.1 Global Mascara Market CR5 and HHI
 - 3.9.2 Global Top 5 and 10 Company Market Share by Revenue in 2023
 - 3.9.3 2023 Mascara Tier 1, Tier 2, and Tier
- 3.10 Mergers & Acquisitions, Expansion

4 MASCARA MARKET BY TYPE

- 4.1 Mascara Type Introduction
 - 4.1.1 Regular

- 4.1.2 Waterproof
- 4.1.3 Water Resistant
- 4.2 Global Mascara Sales Volume by Type
 - 4.2.1 Global Mascara Sales Volume by Type (2019 VS 2023 VS 2030)
 - 4.2.2 Global Mascara Sales Volume by Type (2019-2030)
 - 4.2.3 Global Mascara Sales Volume Share by Type (2019-2030)
- 4.3 Global Mascara Sales Value by Type
 - 4.3.1 Global Mascara Sales Value by Type (2019 VS 2023 VS 2030)
 - 4.3.2 Global Mascara Sales Value by Type (2019-2030)
 - 4.3.3 Global Mascara Sales Value Share by Type (2019-2030)

5 MASCARA MARKET BY APPLICATION

- 5.1 Mascara Application Introduction
 - 5.1.1 Age 12-17
 - 5.1.2 Age 18-24
 - 5.1.3 Age 25-44
 - 5.1.4 Age 45-64
 - 5.1.5 Other
- 5.2 Global Mascara Sales Volume by Application
 - 5.2.1 Global Mascara Sales Volume by Application (2019 VS 2023 VS 2030)
 - 5.2.2 Global Mascara Sales Volume by Application (2019-2030)
 - 5.2.3 Global Mascara Sales Volume Share by Application (2019-2030)
- 5.3 Global Mascara Sales Value by Application
 - 5.3.1 Global Mascara Sales Value by Application (2019 VS 2023 VS 2030)
 - 5.3.2 Global Mascara Sales Value by Application (2019-2030)
 - 5.3.3 Global Mascara Sales Value Share by Application (2019-2030)

6 MASCARA MARKET BY REGION

- 6.1 Global Mascara Sales by Region: 2019 VS 2023 VS 2030
- 6.2 Global Mascara Sales by Region (2019-2030)
 - 6.2.1 Global Mascara Sales by Region: 2019-2024
 - 6.2.2 Global Mascara Sales by Region (2025-2030)
- 6.3 Global Mascara Sales Value by Region: 2019 VS 2023 VS 2030
- 6.4 Global Mascara Sales Value by Region (2019-2030)
 - 6.4.1 Global Mascara Sales Value by Region: 2019-2024
 - 6.4.2 Global Mascara Sales Value by Region (2025-2030)
- 6.5 Global Mascara Market Price Analysis by Region (2019-2024)

6.6 North America

6.6.1 North America Mascara Sales Value (2019-2030)

6.6.2 North America Mascara Sales Value Share by Country, 2023 VS 2030

6.7 Europe

6.7.1 Europe Mascara Sales Value (2019-2030)

6.7.2 Europe Mascara Sales Value Share by Country, 2023 VS 2030

6.8 Asia-Pacific

6.8.1 Asia-Pacific Mascara Sales Value (2019-2030)

6.8.2 Asia-Pacific Mascara Sales Value Share by Country, 2023 VS 2030

6.9 Latin America

6.9.1 Latin America Mascara Sales Value (2019-2030)

6.9.2 Latin America Mascara Sales Value Share by Country, 2023 VS 2030

6.10 Middle East & Africa

6.10.1 Middle East & Africa Mascara Sales Value (2019-2030)

6.10.2 Middle East & Africa Mascara Sales Value Share by Country, 2023 VS 2030

7 MASCARA MARKET BY COUNTRY

7.1 Global Mascara Sales by Country: 2019 VS 2023 VS 2030

7.2 Global Mascara Sales Value by Country: 2019 VS 2023 VS 2030

7.3 Global Mascara Sales by Country (2019-2030)

7.3.1 Global Mascara Sales by Country (2019-2024)

7.3.2 Global Mascara Sales by Country (2025-2030)

7.4 Global Mascara Sales Value by Country (2019-2030)

7.4.1 Global Mascara Sales Value by Country (2019-2024)

7.4.2 Global Mascara Sales Value by Country (2025-2030)

7.5 USA

7.5.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.5.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.5.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.6 Canada

7.6.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.6.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.6.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.7 Germany

7.7.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.7.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.7.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.8 France

- 7.8.1 Global Mascara Sales Value Growth Rate (2019-2030)
- 7.8.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
- 7.8.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.9 U.K.
 - 7.9.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.9.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.9.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.10 Italy
 - 7.10.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.10.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.10.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.11 Netherlands
 - 7.11.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.11.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.11.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.12 Nordic Countries
 - 7.12.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.12.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.12.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.13 China
 - 7.13.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.13.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.13.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.14 Japan
 - 7.14.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.14.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.14.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.15 South Korea
 - 7.15.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.15.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.15.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.16 Southeast Asia
 - 7.16.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.16.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.16.3 Global Mascara Sales Value Share by Application, 2023 VS 2030
- 7.17 India
 - 7.17.1 Global Mascara Sales Value Growth Rate (2019-2030)
 - 7.17.2 Global Mascara Sales Value Share by Type, 2023 VS 2030
 - 7.17.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.18 Australia

7.18.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.18.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.18.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.19 Mexico

7.19.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.19.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.19.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.20 Brazil

7.20.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.20.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.20.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.21 Turkey

7.21.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.21.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.21.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.22 Saudi Arabia

7.22.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.22.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.22.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

7.23 UAE

7.23.1 Global Mascara Sales Value Growth Rate (2019-2030)

7.23.2 Global Mascara Sales Value Share by Type, 2023 VS 2030

7.23.3 Global Mascara Sales Value Share by Application, 2023 VS 2030

8 COMPANY PROFILES

8.1 L'Oreal

8.1.1 L'Oreal Company Information

8.1.2 L'Oreal Business Overview

8.1.3 L'Oreal Mascara Sales, Value and Gross Margin (2019-2024)

8.1.4 L'Oreal Mascara Product Portfolio

8.1.5 L'Oreal Recent Developments

8.2 Estee Lauder

8.2.1 Estee Lauder Company Information

8.2.2 Estee Lauder Business Overview

8.2.3 Estee Lauder Mascara Sales, Value and Gross Margin (2019-2024)

8.2.4 Estee Lauder Mascara Product Portfolio

8.2.5 Estee Lauder Recent Developments

8.3 Procter & Gamble

8.3.1 Procter & Gamble Company Information

8.3.2 Procter & Gamble Business Overview

8.3.3 Procter & Gamble Mascara Sales, Value and Gross Margin (2019-2024)

8.3.4 Procter & Gamble Mascara Product Portfolio

8.3.5 Procter & Gamble Recent Developments

8.4 LVMH

8.4.1 LVMH Company Information

8.4.2 LVMH Business Overview

8.4.3 LVMH Mascara Sales, Value and Gross Margin (2019-2024)

8.4.4 LVMH Mascara Product Portfolio

8.4.5 LVMH Recent Developments

8.5 Coty

8.5.1 Coty Company Information

8.5.2 Coty Business Overview

8.5.3 Coty Mascara Sales, Value and Gross Margin (2019-2024)

8.5.4 Coty Mascara Product Portfolio

8.5.5 Coty Recent Developments

8.6 Avon

8.6.1 Avon Company Information

8.6.2 Avon Business Overview

8.6.3 Avon Mascara Sales, Value and Gross Margin (2019-2024)

8.6.4 Avon Mascara Product Portfolio

8.6.5 Avon Recent Developments

8.7 Shiseido

8.7.1 Shiseido Company Information

8.7.2 Shiseido Business Overview

8.7.3 Shiseido Mascara Sales, Value and Gross Margin (2019-2024)

8.7.4 Shiseido Mascara Product Portfolio

8.7.5 Shiseido Recent Developments

8.8 Amore Pacific

8.8.1 Amore Pacific Company Information

8.8.2 Amore Pacific Business Overview

8.8.3 Amore Pacific Mascara Sales, Value and Gross Margin (2019-2024)

8.8.4 Amore Pacific Mascara Product Portfolio

8.8.5 Amore Pacific Recent Developments

8.9 Missha

8.9.1 Missha Company Information

8.9.2 Missha Business Overview

- 8.9.3 Missha Mascara Sales, Value and Gross Margin (2019-2024)
- 8.9.4 Missha Mascara Product Portfolio
- 8.9.5 Missha Recent Developments
- 8.10 Chanel
 - 8.10.1 Chanel Company Information
 - 8.10.2 Chanel Business Overview
 - 8.10.3 Chanel Mascara Sales, Value and Gross Margin (2019-2024)
 - 8.10.4 Chanel Mascara Product Portfolio
 - 8.10.5 Chanel Recent Developments
- 8.11 Mary Kay
 - 8.11.1 Mary Kay Company Information
 - 8.11.2 Mary Kay Business Overview
 - 8.11.3 Mary Kay Mascara Sales, Value and Gross Margin (2019-2024)
 - 8.11.4 Mary Kay Mascara Product Portfolio
 - 8.11.5 Mary Kay Recent Developments
- 8.12 Alticor
 - 8.12.1 Alticor Company Information
 - 8.12.2 Alticor Business Overview
 - 8.12.3 Alticor Mascara Sales, Value and Gross Margin (2019-2024)
 - 8.12.4 Alticor Mascara Product Portfolio
 - 8.12.5 Alticor Recent Developments
- 8.13 PIAS
 - 8.13.1 PIAS Company Information
 - 8.13.2 PIAS Business Overview
 - 8.13.3 PIAS Mascara Sales, Value and Gross Margin (2019-2024)
 - 8.13.4 PIAS Mascara Product Portfolio
 - 8.13.5 PIAS Recent Developments
- 8.14 Natura
 - 8.14.1 Natura Company Information
 - 8.14.2 Natura Business Overview
 - 8.14.3 Natura Mascara Sales, Value and Gross Margin (2019-2024)
 - 8.14.4 Natura Mascara Product Portfolio
 - 8.14.5 Natura Recent Developments
- 8.15 Revlon
 - 8.15.1 Revlon Company Information
 - 8.15.2 Revlon Business Overview
 - 8.15.3 Revlon Mascara Sales, Value and Gross Margin (2019-2024)
 - 8.15.4 Revlon Mascara Product Portfolio
 - 8.15.5 Revlon Recent Developments

8.16 Oriflame

8.16.1 Oriflame Company Information

8.16.2 Oriflame Business Overview

8.16.3 Oriflame Mascara Sales, Value and Gross Margin (2019-2024)

8.16.4 Oriflame Mascara Product Portfolio

8.16.5 Oriflame Recent Developments

8.17 Groupe Rocher

8.17.1 Groupe Rocher Company Information

8.17.2 Groupe Rocher Business Overview

8.17.3 Groupe Rocher Mascara Sales, Value and Gross Margin (2019-2024)

8.17.4 Groupe Rocher Mascara Product Portfolio

8.17.5 Groupe Rocher Recent Developments

8.18 Kose Corp

8.18.1 Kose Corp Company Information

8.18.2 Kose Corp Business Overview

8.18.3 Kose Corp Mascara Sales, Value and Gross Margin (2019-2024)

8.18.4 Kose Corp Mascara Product Portfolio

8.18.5 Kose Corp Recent Developments

8.19 Beiersdorf

8.19.1 Beiersdorf Company Information

8.19.2 Beiersdorf Business Overview

8.19.3 Beiersdorf Mascara Sales, Value and Gross Margin (2019-2024)

8.19.4 Beiersdorf Mascara Product Portfolio

8.19.5 Beiersdorf Recent Developments

8.20 DHC

8.20.1 DHC Company Information

8.20.2 DHC Business Overview

8.20.3 DHC Mascara Sales, Value and Gross Margin (2019-2024)

8.20.4 DHC Mascara Product Portfolio

8.20.5 DHC Recent Developments

8.21 Thefaceshop

8.21.1 Thefaceshop Company Information

8.21.2 Thefaceshop Business Overview

8.21.3 Thefaceshop Mascara Sales, Value and Gross Margin (2019-2024)

8.21.4 Thefaceshop Mascara Product Portfolio

8.21.5 Thefaceshop Recent Developments

8.22 Gurwitch

8.22.1 Gurwitch Company Information

8.22.2 Gurwitch Business Overview

8.22.3 Gurwitch Mascara Sales, Value and Gross Margin (2019-2024)

8.22.4 Gurwitch Mascara Product Portfolio

8.22.5 Gurwitch Recent Developments

8.23 Pola Orbis

8.23.1 Pola Orbis Company Information

8.23.2 Pola Orbis Business Overview

8.23.3 Pola Orbis Mascara Sales, Value and Gross Margin (2019-2024)

8.23.4 Pola Orbis Mascara Product Portfolio

8.23.5 Pola Orbis Recent Developments

8.24 Marie Dalgar

8.24.1 Marie Dalgar Company Information

8.24.2 Marie Dalgar Business Overview

8.24.3 Marie Dalgar Mascara Sales, Value and Gross Margin (2019-2024)

8.24.4 Marie Dalgar Mascara Product Portfolio

8.24.5 Marie Dalgar Recent Developments

8.25 Elizabeth Arden

8.25.1 Elizabeth Arden Company Information

8.25.2 Elizabeth Arden Business Overview

8.25.3 Elizabeth Arden Mascara Sales, Value and Gross Margin (2019-2024)

8.25.4 Elizabeth Arden Mascara Product Portfolio

8.25.5 Elizabeth Arden Recent Developments

9 VALUE CHAIN AND SALES CHANNELS ANALYSIS

9.1 Mascara Value Chain Analysis

9.1.1 Mascara Key Raw Materials

9.1.2 Raw Materials Key Suppliers

9.1.3 Manufacturing Cost Structure

9.1.4 Mascara Sales Mode & Process

9.2 Mascara Sales Channels Analysis

9.2.1 Direct Comparison with Distribution Share

9.2.2 Mascara Distributors

9.2.3 Mascara Customers

10 CONCLUDING INSIGHTS

11 APPENDIX

11.1 Reasons for Doing This Study

- 11.2 Research Methodology
- 11.3 Research Process
- 11.4 Authors List of This Report
- 11.5 Data Source
 - 11.5.1 Secondary Sources
 - 11.5.2 Primary Sources

List Of Tables

LIST OF TABLES

- Table 1. Mascara Industry Trends
- Table 2. Mascara Industry Drivers
- Table 3. Mascara Industry Opportunities and Challenges
- Table 4. Mascara Industry Restraints
- Table 5. Global Mascara Revenue by Company (US\$ Million) & (2019-2024)
- Table 6. Global Mascara Revenue Share by Company (2019-2024)
- Table 7. Global Mascara Sales Volume by Company (M Units) & (2019-2024)
- Table 8. Global Mascara Sales Volume Share by Company (2019-2024)
- Table 9. Global Mascara Average Price (USD/Units) of Company (2019-2024)
- Table 10. Global Mascara Company Ranking, 2022 VS 2023 VS 2024 & (US\$ Million)
- Table 11. Global Mascara Key Company Manufacturing Base & Headquarters
- Table 12. Global Mascara Company, Product Type & Application
- Table 13. Global Mascara Company Commercialization Time
- Table 14. Global Company Market Concentration Ratio (CR5 and HHI)
- Table 15. Global Mascara by Company Type (Tier 1, Tier 2, and Tier 3) & (Based on Revenue of 2023)
- Table 16. Mergers & Acquisitions, Expansion
- Table 17. Major Companies of Regular
- Table 18. Major Companies of Waterproof
- Table 19. Major Companies of Water Resistant
- Table 20. Global Mascara Sales Volume by Type 2019 VS 2023 VS 2030 (M Units)
- Table 21. Global Mascara Sales Volume by Type (2019-2024) & (M Units)
- Table 22. Global Mascara Sales Volume by Type (2025-2030) & (M Units)
- Table 23. Global Mascara Sales Volume Share by Type (2019-2024)
- Table 24. Global Mascara Sales Volume Share by Type (2025-2030)
- Table 25. Global Mascara Sales Value by Type 2019 VS 2023 VS 2030 (US\$ Million)
- Table 26. Global Mascara Sales Value by Type (2019-2024) & (US\$ Million)
- Table 27. Global Mascara Sales Value by Type (2025-2030) & (US\$ Million)
- Table 28. Global Mascara Sales Value Share by Type (2019-2024)
- Table 29. Global Mascara Sales Value Share by Type (2025-2030)
- Table 30. Major Companies of Age 12-17
- Table 31. Major Companies of Age 18-24
- Table 32. Major Companies of Age 25-44
- Table 33. Major Companies of Age 45-64
- Table 34. Major Companies of Other

Table 35. Global Mascara Sales Volume by Application 2019 VS 2023 VS 2030 (M Units)

Table 36. Global Mascara Sales Volume by Application (2019-2024) & (M Units)

Table 37. Global Mascara Sales Volume by Application (2025-2030) & (M Units)

Table 38. Global Mascara Sales Volume Share by Application (2019-2024)

Table 39. Global Mascara Sales Volume Share by Application (2025-2030)

Table 40. Global Mascara Sales Value by Application 2019 VS 2023 VS 2030 (US\$ Million)

Table 41. Global Mascara Sales Value by Application (2019-2024) & (US\$ Million)

Table 42. Global Mascara Sales Value by Application (2025-2030) & (US\$ Million)

Table 43. Global Mascara Sales Value Share by Application (2019-2024)

Table 44. Global Mascara Sales Value Share by Application (2025-2030)

Table 45. Global Mascara Sales by Region: 2019 VS 2023 VS 2030 (M Units)

Table 46. Global Mascara Sales by Region (2019-2024) & (M Units)

Table 47. Global Mascara Sales Market Share by Region (2019-2024)

Table 48. Global Mascara Sales by Region (2025-2030) & (M Units)

Table 49. Global Mascara Sales Market Share by Region (2025-2030)

Table 50. Global Mascara Sales Value Comparison by Region: 2019 VS 2023 VS 2030 (US\$ Million)

Table 51. Global Mascara Sales Value by Region (2019-2024) & (US\$ Million)

Table 52. Global Mascara Sales Value Share by Region (2019-2024)

Table 53. Global Mascara Sales Value by Region (2025-2030) & (US\$ Million)

Table 54. Global Mascara Sales Value Share by Region (2025-2030)

Table 55. Global Mascara Market Average Price (USD/Units) by Region (2019-2024)

Table 56. Global Mascara Market Average Price (USD/Units) by Region (2025-2030)

Table 57. Global Mascara Sales by Country: 2019 VS 2023 VS 2030 (M Units)

Table 58. Global Mascara Sales Value by Country: 2019 VS 2023 VS 2030 (US\$ Million)

Table 59. Global Mascara Sales by Country (2019-2024) & (M Units)

Table 60. Global Mascara Sales Market Share by Country (2019-2024)

Table 61. Global Mascara Sales by Country (2025-2030) & (M Units)

Table 62. Global Mascara Sales Market Share by Country (2025-2030)

Table 63. Global Mascara Sales Value by Country (2019-2024) & (US\$ Million)

Table 64. Global Mascara Sales Value Market Share by Country (2019-2024)

Table 65. Global Mascara Sales Value by Country (2025-2030) & (US\$ Million)

Table 66. Global Mascara Sales Value Market Share by Country (2025-2030)

Table 67. L'Oreal Company Information

Table 68. L'Oreal Business Overview

Table 69. L'Oreal Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and

Gross Margin (2019-2024)

Table 70. L'Oreal Mascara Product Portfolio

Table 71. L'Oreal Recent Development

Table 72. Estee Lauder Company Information

Table 73. Estee Lauder Business Overview

Table 74. Estee Lauder Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 75. Estee Lauder Mascara Product Portfolio

Table 76. Estee Lauder Recent Development

Table 77. Procter & Gamble Company Information

Table 78. Procter & Gamble Business Overview

Table 79. Procter & Gamble Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 80. Procter & Gamble Mascara Product Portfolio

Table 81. Procter & Gamble Recent Development

Table 82. LVMH Company Information

Table 83. LVMH Business Overview

Table 84. LVMH Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 85. LVMH Mascara Product Portfolio

Table 86. LVMH Recent Development

Table 87. Coty Company Information

Table 88. Coty Business Overview

Table 89. Coty Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 90. Coty Mascara Product Portfolio

Table 91. Coty Recent Development

Table 92. Avon Company Information

Table 93. Avon Business Overview

Table 94. Avon Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 95. Avon Mascara Product Portfolio

Table 96. Avon Recent Development

Table 97. Shiseido Company Information

Table 98. Shiseido Business Overview

Table 99. Shiseido Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 100. Shiseido Mascara Product Portfolio

Table 101. Shiseido Recent Development

- Table 102. Amore Pacific Company Information
- Table 103. Amore Pacific Business Overview
- Table 104. Amore Pacific Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 105. Amore Pacific Mascara Product Portfolio
- Table 106. Amore Pacific Recent Development
- Table 107. Missha Company Information
- Table 108. Missha Business Overview
- Table 109. Missha Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 110. Missha Mascara Product Portfolio
- Table 111. Missha Recent Development
- Table 112. Chanel Company Information
- Table 113. Chanel Business Overview
- Table 114. Chanel Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 115. Chanel Mascara Product Portfolio
- Table 116. Chanel Recent Development
- Table 117. Mary Kay Company Information
- Table 118. Mary Kay Business Overview
- Table 119. Mary Kay Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 120. Mary Kay Mascara Product Portfolio
- Table 121. Mary Kay Recent Development
- Table 122. Alticor Company Information
- Table 123. Alticor Business Overview
- Table 124. Alticor Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 125. Alticor Mascara Product Portfolio
- Table 126. Alticor Recent Development
- Table 127. PIAS Company Information
- Table 128. PIAS Business Overview
- Table 129. PIAS Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 130. PIAS Mascara Product Portfolio
- Table 131. PIAS Recent Development
- Table 132. Natura Company Information
- Table 133. Natura Business Overview
- Table 134. Natura Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and

Gross Margin (2019-2024)

Table 135. Natura Mascara Product Portfolio

Table 136. Natura Recent Development

Table 137. Revlon Company Information

Table 138. Revlon Business Overview

Table 139. Revlon Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 140. Revlon Mascara Product Portfolio

Table 141. Revlon Recent Development

Table 142. Oriflame Company Information

Table 143. Oriflame Business Overview

Table 144. Oriflame Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 145. Oriflame Mascara Product Portfolio

Table 146. Oriflame Recent Development

Table 147. Groupe Rocher Company Information

Table 148. Groupe Rocher Business Overview

Table 149. Groupe Rocher Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 150. Groupe Rocher Mascara Product Portfolio

Table 151. Groupe Rocher Recent Development

Table 152. Kose Corp Company Information

Table 153. Kose Corp Business Overview

Table 154. Kose Corp Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 155. Kose Corp Mascara Product Portfolio

Table 156. Kose Corp Recent Development

Table 157. Beiersdorf Company Information

Table 158. Beiersdorf Business Overview

Table 159. Beiersdorf Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 160. Beiersdorf Mascara Product Portfolio

Table 161. Beiersdorf Recent Development

Table 162. DHC Company Information

Table 163. DHC Business Overview

Table 164. DHC Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)

Table 165. DHC Mascara Product Portfolio

Table 166. DHC Recent Development

- Table 167. Thefaceshop Company Information
- Table 168. Thefaceshop Business Overview
- Table 169. Thefaceshop Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 170. Thefaceshop Mascara Product Portfolio
- Table 171. Thefaceshop Recent Development
- Table 172. Gurwitch Company Information
- Table 173. Gurwitch Business Overview
- Table 174. Gurwitch Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 175. Gurwitch Mascara Product Portfolio
- Table 176. Gurwitch Recent Development
- Table 177. Pola Orbis Company Information
- Table 178. Pola Orbis Business Overview
- Table 179. Pola Orbis Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 180. Pola Orbis Mascara Product Portfolio
- Table 181. Pola Orbis Recent Development
- Table 182. Marie Dalgar Company Information
- Table 183. Marie Dalgar Business Overview
- Table 184. Marie Dalgar Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 185. Marie Dalgar Mascara Product Portfolio
- Table 186. Marie Dalgar Recent Development
- Table 187. Elizabeth Arden Company Information
- Table 188. Elizabeth Arden Business Overview
- Table 189. Elizabeth Arden Mascara Sales (M Units), Value (US\$ Million), Price (USD/Units) and Gross Margin (2019-2024)
- Table 190. Elizabeth Arden Mascara Product Portfolio
- Table 191. Elizabeth Arden Recent Development
- Table 192. Key Raw Materials
- Table 193. Raw Materials Key Suppliers
- Table 194. Mascara Distributors List
- Table 195. Mascara Customers List
- Table 196. Research Programs/Design for This Report
- Table 197. Authors List of This Report
- Table 198. Secondary Sources
- Table 199. Primary Sources

List Of Figures

LIST OF FIGURES

- Figure 1. Mascara Product Picture
- Figure 2. Global Mascara Sales Value (US\$ Million), 2019 VS 2023 VS 2030
- Figure 3. Global Mascara Sales Value (2019-2030) & (US\$ Million)
- Figure 4. Global Mascara Sales (2019-2030) & (M Units)
- Figure 5. Global Mascara Sales Average Price (USD/Units) & (2019-2030)
- Figure 6. Global Mascara Company Revenue Ranking in 2023 (US\$ Million)
- Figure 7. Global Top 5 and 10 Company Market Share by Revenue in 2023 (US\$ Million)
- Figure 8. Company Type (Tier 1, Tier 2, and Tier 3): 2019 VS 2023
- Figure 9. Regular Picture
- Figure 10. Waterproof Picture
- Figure 11. Water Resistant Picture
- Figure 12. Global Mascara Sales Volume by Type (2019 VS 2023 VS 2030) & (M Units)
- Figure 13. Global Mascara Sales Volume Share 2019 VS 2023 VS 2030
- Figure 14. Global Mascara Sales Volume Share by Type (2019-2030)
- Figure 15. Global Mascara Sales Value by Type (2019 VS 2023 VS 2030) & (US\$ Million)
- Figure 16. Global Mascara Sales Value Share 2019 VS 2023 VS 2030
- Figure 17. Global Mascara Sales Value Share by Type (2019-2030)
- Figure 18. Age 12-17 Picture
- Figure 19. Age 18-24 Picture
- Figure 20. Age 25-44 Picture
- Figure 21. Age 45-64 Picture
- Figure 22. Other Picture
- Figure 23. Global Mascara Sales Volume by Application (2019 VS 2023 VS 2030) & (M Units)
- Figure 24. Global Mascara Sales Volume Share 2019 VS 2023 VS 2030
- Figure 25. Global Mascara Sales Volume Share by Application (2019-2030)
- Figure 26. Global Mascara Sales Value by Application (2019 VS 2023 VS 2030) & (US\$ Million)
- Figure 27. Global Mascara Sales Value Share 2019 VS 2023 VS 2030
- Figure 28. Global Mascara Sales Value Share by Application (2019-2030)
- Figure 29. Global Mascara Sales by Region: 2019 VS 2023 VS 2030 (M Units)
- Figure 30. Global Mascara Sales Market Share by Region: 2019 VS 2023 VS 2030
- Figure 31. Global Mascara Sales Value Comparison by Region: 2019 VS 2023 VS 2030

(US\$ Million)

Figure 32. Global Mascara Sales Value Share by Region: 2019 VS 2023 VS 2030

Figure 33. North America Mascara Sales Value (2019-2030) & (US\$ Million)

Figure 34. North America Mascara Sales Value Share by Country (%), 2023 VS 2030

Figure 35. Europe Mascara Sales Value (2019-2030) & (US\$ Million)

Figure 36. Europe Mascara Sales Value Share by Country (%), 2023 VS 2030

Figure 37. Asia-Pacific Mascara Sales Value (2019-2030) & (US\$ Million)

Figure 38. Asia-Pacific Mascara Sales Value Share by Country (%), 2023 VS 2030

Figure 39. Latin America Mascara Sales Value (2019-2030) & (US\$ Million)

Figure 40. Latin America Mascara Sales Value Share by Country (%), 2023 VS 2030

Figure 41. Middle East & Africa Mascara Sales Value (2019-2030) & (US\$ Million)

Figure 42. Middle East & Africa Mascara Sales Value Share by Country (%), 2023 VS 2030

Figure 43. USA Mascara Sales Value Growth Rate (2019-2030) & (US\$ Million)

Figure 44. USA Mascara Sales Value Share by Type, 2023 VS 2030 & (%)

Figure 45. USA Mascara Sales Value Share by Application, 2023 VS 2030 & (%)

Figure 46. Canada Mascara Sales Value Growth Rate (2019-2030) & (US\$ Million)

Figure 47. Canada Mascara Sales Value Share by Type, 2023 VS 2030 & (%)

Figure 48. Canada Mascara Sales Value Share by Application, 2023 VS 2030 & (%)

Figure 49. Germany Mascara Sales Value Growth Rate (2019-2030) & (US\$ Million)

Figure 50. Germany Mascara Sales Value Share by Type, 2023 VS 2030 & (%)

Figure 51. Germany Mascara Sales Valu

I would like to order

Product name: Global Mascara Market Size, Manufacturers, Growth Analysis Industry Forecast to 2030

Product link: <https://marketpublishers.com/r/GD8C1F2071EAEN.html>

Price: US\$ 4,250.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GD8C1F2071EAEN.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