

# Global Eye Cosmetic Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Eye cosmetics refer to a range of products designed to enhance the appearance of the eyes, including eyeshadow, eyeliner, mascara, and eyebrow products. These products play a crucial role in the beauty and personal care industry, catering to a diverse consumer base globally. The market for eye cosmetics is characterized by a high level of innovation, with new trends and product formulations constantly emerging to meet evolving consumer preferences.

As of 2023, the global market size for eye cosmetics reached approximately USD 18.5 billion. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032. This growth can be attributed to several key factors that are driving the market forward.

One of the primary growth drivers in the eye cosmetics market is the increasing focus on personal grooming and appearance enhancement. With social media platforms and influencer culture driving beauty trends, consumers are more inclined to experiment with different eye makeup products to achieve various looks.

Moreover, the rising disposable income levels in emerging economies have led to an increase in spending on beauty and personal care products, including eye cosmetics. As more consumers have the financial means to purchase premium and luxury eye makeup products, the market is experiencing a boost in demand.

Another significant factor fueling market growth is the growing popularity of clean and sustainable beauty products. Consumers are becoming more conscious of the

ingredients used in cosmetics and are actively seeking products that are environmentally friendly and cruelty-free. This shift towards sustainability is prompting manufacturers to innovate and offer eco-friendly options in the eye cosmetics segment.

Furthermore, technological advancements in product formulations and packaging are also contributing to market expansion. Companies are investing in research and development to create long-lasting, smudge-proof, and easy-to-apply eye makeup products that cater to the needs of modern consumers.

In terms of market trends, there is a noticeable shift towards bold and vibrant colors in eye makeup, driven by the influence of social media beauty influencers and celebrity endorsements. Matte eyeshadows, colorful eyeliners, and volumizing mascaras are gaining popularity among consumers looking to make a statement with their eye looks.

Additionally, the trend of multi-functional eye cosmetics, such as eyeshadow palettes that can be used for both day and night looks, is on the rise. Consumers are increasingly seeking versatile products that offer value for money and convenience in their beauty routines.

The market for eye cosmetics is geographically diverse, with key regions including North America, Europe, Asia Pacific, and Latin America. North America currently leads the market due to the strong presence of established beauty brands, a culture of beauty consciousness, and high consumer purchasing power.

In Europe, the market is driven by a growing demand for premium and luxury eye cosmetics, particularly in countries like the UK, France, and Germany. The Asia Pacific region is witnessing rapid growth in the eye cosmetics market, fueled by changing beauty standards, urbanization, and the influence of K-beauty and J-beauty trends.

In conclusion, while the market for eye cosmetics presents significant growth opportunities, it also faces challenges such as increasing competition, regulatory scrutiny on product safety, and the need for continuous innovation to meet evolving consumer preferences. To succeed in this competitive landscape, companies in the eye cosmetics sector should focus on product differentiation, sustainability, and digital marketing strategies to engage with consumers effectively and drive sales.

This report provides a deep insight into the global Eye Cosmetic market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market

drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Eye Cosmetic Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Eye Cosmetic market in any manner.

### Global Eye Cosmetic Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Shiseido

Unilever

PPG

BENETTON

Procter & Gamble

L'Oreal

### Market Segmentation (by Type)

Eye Shadow Powder

Eyeliner

Eye Shadow Cream

Other

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Eye Cosmetic Market

Overview of the regional outlook of the Eye Cosmetic Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights,

product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an 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 Eye Cosmetic Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to 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 8 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 capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Eye Cosmetic

#### 1.2 Key Market Segments

##### 1.2.1 Eye Cosmetic Segment by Type

##### 1.2.2 Eye Cosmetic Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 EYE COSMETIC MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Eye Cosmetic Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global Eye Cosmetic Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

#### 2.4 Macroeconomic Analysis

### **3 EYE COSMETIC MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Eye Cosmetic Sales by Manufacturers (2019-2024)

#### 3.2 Global Eye Cosmetic Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Eye Cosmetic Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Eye Cosmetic Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Eye Cosmetic Sales Sites, Area Served, Product Type

#### 3.6 Eye Cosmetic Market Competitive Situation and Trends

##### 3.6.1 Eye Cosmetic Market Concentration Rate

##### 3.6.2 Global 5 and 10 Largest Eye Cosmetic Players Market Share by Revenue

##### 3.6.3 Mergers & Acquisitions, Expansion

### **4 EYE COSMETIC INDUSTRY CHAIN ANALYSIS**



- 4.1 Eye Cosmetic Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF EYE COSMETIC MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 New Product Developments
  - 5.5.2 Mergers & Acquisitions
  - 5.5.3 Expansions
  - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 EYE COSMETIC MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Eye Cosmetic Sales Market Share by Type (2019-2024)
- 6.3 Global Eye Cosmetic Market Size Market Share by Type (2019-2024)
- 6.4 Global Eye Cosmetic Price by Type (2019-2024)

## **7 EYE COSMETIC MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Eye Cosmetic Market Sales by Application (2019-2024)
- 7.3 Global Eye Cosmetic Market Size (M USD) by Application (2019-2024)
- 7.4 Global Eye Cosmetic Sales Growth Rate by Application (2019-2024)

## **8 EYE COSMETIC MARKET SALES BY REGION**

- 8.1 Global Eye Cosmetic Sales by Region
  - 8.1.1 Global Eye Cosmetic Sales by Region
  - 8.1.2 Global Eye Cosmetic Sales Market Share by Region
- 8.2 Global Eye Cosmetic Market Size by Region
  - 8.2.1 Global Eye Cosmetic Market Size by Region

## 8.2.2 Global Eye Cosmetic Market Size Market Share by Region

### 8.3 North America

- 8.3.1 North America Eye Cosmetic Sales by Country
- 8.3.2 North America Eye Cosmetic Market Size by Country
- 8.3.3 U.S. Market Overview
- 8.3.4 Canada Market Overview
- 8.3.5 Mexico Market Overview

### 8.4 Europe

- 8.4.1 Europe Eye Cosmetic Sales by Country
- 8.4.2 Europe Eye Cosmetic Market Size by Country
- 8.4.3 Germany Market Overview
- 8.4.4 France Market Overview
- 8.4.5 U.K. Market Overview
- 8.4.6 Italy Market Overview
- 8.4.7 Russia Market Overview

### 8.5 Asia Pacific

- 8.5.1 Asia Pacific Eye Cosmetic Sales by Region
- 8.5.2 China
- 8.5.3 Japan
- 8.5.4 South Korea
- 8.5.5 India
- 8.5.6 Southeast Asia

### 8.6 Asia Pacific

- 8.6.1 Asia Pacific Eye Cosmetic Market Size by Region
- 8.6.2 Asia Pacific Eye Cosmetic Market Size by Region
- 8.6.3 China
- 8.6.4 Japan
- 8.6.5 South Korea
- 8.6.6 India
- 8.6.7 Southeast Asia

### 8.7 South America

- 8.7.1 South America Eye Cosmetic Sales by Country
- 8.7.2 South America Eye Cosmetic Market Size by Country
- 8.7.3 Brazil
- 8.7.4 Argentina
- 8.7.5 Columbia

### 8.8 Middle East and Africa

- 8.8.1 Middle East and Africa Eye Cosmetic Sales by Region
- 8.8.2 Middle East and Africa Eye Cosmetic Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

## **9 EYE COSMETIC MARKET PRODUCTION BY REGION**

9.1 Global Production of Eye Cosmetic by Region (2019-2024)

9.2 Global Eye Cosmetic Revenue Market Share by Region (2019-2024)

9.3 Global Eye Cosmetic Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Eye Cosmetic Production

9.4.1 North America Eye Cosmetic Production Growth Rate (2019-2024)

9.4.2 North America Eye Cosmetic Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Eye Cosmetic Production

9.5.1 Europe Eye Cosmetic Production Growth Rate (2019-2024)

9.5.2 Europe Eye Cosmetic Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Eye Cosmetic Production (2019-2024)

9.6.1 Japan Eye Cosmetic Production Growth Rate (2019-2024)

9.6.2 Japan Eye Cosmetic Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Eye Cosmetic Production (2019-2024)

9.7.1 China Eye Cosmetic Production Growth Rate (2019-2024)

9.7.2 China Eye Cosmetic Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

10.1 Shiseido

10.1.1 Shiseido Eye Cosmetic Basic Information

10.1.2 Shiseido Eye Cosmetic Product Overview

10.1.3 Shiseido Eye Cosmetic Product Market Performance

10.1.4 Shiseido Business Overview

10.1.5 Shiseido Eye Cosmetic SWOT Analysis

10.1.6 Shiseido Recent Developments

10.2 Unilever

10.2.1 Unilever Eye Cosmetic Basic Information

10.2.2 Unilever Eye Cosmetic Product Overview

10.2.3 Unilever Eye Cosmetic Product Market Performance

- 10.2.4 Unilever Business Overview
- 10.2.5 Unilever Eye Cosmetic SWOT Analysis
- 10.2.6 Unilever Recent Developments

#### 10.3 PPG

- 10.3.1 PPG Eye Cosmetic Basic Information
- 10.3.2 PPG Eye Cosmetic Product Overview
- 10.3.3 PPG Eye Cosmetic Product Market Performance
- 10.3.4 PPG Eye Cosmetic SWOT Analysis
- 10.3.5 PPG Business Overview
- 10.3.6 PPG Recent Developments

#### 10.4 BENETTON

- 10.4.1 BENETTON Eye Cosmetic Basic Information
- 10.4.2 BENETTON Eye Cosmetic Product Overview
- 10.4.3 BENETTON Eye Cosmetic Product Market Performance
- 10.4.4 BENETTON Business Overview
- 10.4.5 BENETTON Recent Developments

#### 10.5 Procter and Gamble

- 10.5.1 Procter and Gamble Eye Cosmetic Basic Information
- 10.5.2 Procter and Gamble Eye Cosmetic Product Overview
- 10.5.3 Procter and Gamble Eye Cosmetic Product Market Performance
- 10.5.4 Procter and Gamble Business Overview
- 10.5.5 Procter and Gamble Recent Developments

#### 10.6 L'Oreal

- 10.6.1 L'Oreal Eye Cosmetic Basic Information
- 10.6.2 L'Oreal Eye Cosmetic Product Overview
- 10.6.3 L'Oreal Eye Cosmetic Product Market Performance
- 10.6.4 L'Oreal Business Overview
- 10.6.5 L'Oreal Recent Developments

### **11 EYE COSMETIC MARKET FORECAST BY REGION**

- 11.1 Global Eye Cosmetic Market Size Forecast
- 11.2 Global Eye Cosmetic Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Eye Cosmetic Market Size Forecast by Country
  - 11.2.3 Asia Pacific Eye Cosmetic Market Size Forecast by Region
  - 11.2.4 South America Eye Cosmetic Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Eye Cosmetic by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

### **12.1 Global Eye Cosmetic Market Forecast by Type (2025-2032)**

12.1.1 Global Forecasted Sales of Eye Cosmetic by Type (2025-2032)

12.1.2 Global Eye Cosmetic Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Eye Cosmetic by Type (2025-2032)

### **12.2 Global Eye Cosmetic Market Forecast by Application (2025-2032)**

12.2.1 Global Eye Cosmetic Sales (K Units) Forecast by Application

12.2.2 Global Eye Cosmetic Market Size (M USD) Forecast by Application  
(2025-2032)

## **13 CONCLUSION AND KEY FINDINGS**

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