

Global Eyeliner Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Eyeliner market size will reach 4,359.11 Million USD in 2025 and is projected to reach 5,125.26 Million USD by 2032, with a CAGR of 2.34% (2025-2032). Notably, the China Eyeliner market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Eyeliner is a cosmetic product used to define and enhance the eyes' appearance. Typically available in various forms, including pencils, liquids, gels, or creams, eyeliner is applied along the eyelid's upper and/or lower lash lines to create different eye shapes and intensify the eyes. It comes in a variety of colors, with black and brown being the most common, although a wide range of shades is available for artistic and creative makeup looks. Eyeliner can be used to achieve a subtle, natural look by defining the eyes subtly or a more dramatic and bold appearance by creating sharp lines or wings. It plays a significant role in makeup routines, helping to emphasize the eyes and enhance their overall aesthetic appeal.

The major global manufacturers of Eyeliner include L'Oreal Paris, EsteeLauder, P&G, LVMH, SHISEIDO, Dior, Amore, Chanel, Sisley, Jordana Cosmetics, Revlon, Jane Iredale, Kate, Almay, Physicians Formula, VOV, Marie Dalgard, Marykay, Carlsan, Bleunuit, Flamingo, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Eyeliner. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Eyeliner market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Eyeliner market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Eyeliner industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Eyeliner Include:

L'Oreal Paris

EsteeLauder

P&G

LVMH

SHISEIDO

Dior

Amore

Chanel

Sisley

Jordana Cosmetics

Revlon

Jane Iredale

Kate

Almay

Physicians Formula

VOV

Marie Dalgar

Marykay

Carslan

Bleunuit

Flamingo

Eyeliner Product Segment Include:

Liquid Eyeliner

Powder-based Eye Pencil

Wax-based Eye Pencils

Kohl Eyeliner

Gel Eye Liner

Eyeliner Product Application Include:

Female

Male

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Eyeliner Industry PESTEL Analysis

Chapter 3: Global Eyeliner Industry Porter's Five Forces Analysis

Chapter 4: Global Eyeliner Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Eyeliner Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Eyeliner Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Eyeliner Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Eyeliner Competitive Analysis (Market Size, Key Players and Market

Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Eyeliner Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Eyeliner Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Eyeliner Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Eyeliner Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 EYELINER MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Eyeliner Product by Type
 - 1.2.1 Liquid Eyeliner
 - 1.2.2 Powder-based Eye Pencil
 - 1.2.3 Wax-based Eye Pencils
 - 1.2.4 Kohl Eyeliner
 - 1.2.5 Gel Eye Liner
- 1.3 Eyeliner Product by Application
 - 1.3.1 Female
 - 1.3.2 Male
- 1.4 Global Eyeliner Market Revenue and Sales Analysis
 - 1.4.1 Global Eyeliner Market Size Analysis (2020-2032)
 - 1.4.2 Global Eyeliner Market Sales Analysis (2020-2032)
 - 1.4.3 Global Eyeliner Market Sales Price Trend Analysis (2020-2032)
- 1.5 Eyeliner Industry Trends and Innovation
 - 1.5.1 Eyeliner Industry Trends and Innovation
 - 1.5.2 Eyeliner Market Drivers and Challenges

2 EYELINER MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 EYELINER MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL EYELINER MARKET ANALYSIS BY REGIONS

- 4.1 Global Eyeliner Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Eyeliner Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Eyeliner Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Eyeliner Revenue Forecast by Region (2026-2032)
- 4.3 Global Eyeliner Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Eyeliner Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Eyeliner Sales Forecast by Region (2026-2032)
- 4.4 Global Eyeliner Sales Price Trend Analysis (2020-2032)

5 GLOBAL EYELINER MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Eyeliner Market Size by Type
 - 5.1.1 Global Eyeliner Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Eyeliner Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Eyeliner Market Size by Application
 - 5.2.1 Global Eyeliner Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Eyeliner Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Eyeliner Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Eyeliner Market Size by Type
 - 6.3.1 North America Eyeliner Sales by Type (2020-2032)
 - 6.3.2 North America Eyeliner Revenue by Type (2020-2032)
- 6.4 North America Eyeliner Market Size by Application
 - 6.4.1 North America Eyeliner Sales by Application (2020-2032)
 - 6.4.2 North America Eyeliner Revenue by Application (2020-2032)
- 6.5 North America Eyeliner Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Eyeliner Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Eyeliner Market Size by Type

- 7.3.1 Europe Eyeliner Sales by Type (2020-2032)
- 7.3.2 Europe Eyeliner Revenue by Type (2020-2032)
- 7.4 Europe Eyeliner Market Size by Application
 - 7.4.1 Europe Eyeliner Sales by Application (2020-2032)
 - 7.4.2 Europe Eyeliner Revenue by Application (2020-2032)
- 7.5 Europe Eyeliner Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Eyeliner Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Eyeliner Market Size by Type
 - 8.3.1 China Eyeliner Sales by Type (2020-2032)
 - 8.3.2 China Eyeliner Revenue by Type (2020-2032)
- 8.4 China Eyeliner Market Size by Application
 - 8.4.1 China Eyeliner Sales by Application (2020-2032)
 - 8.4.2 China Eyeliner Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Eyeliner Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Eyeliner Market Size by Type
 - 9.3.1 APAC (excl. China) Eyeliner Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Eyeliner Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Eyeliner Market Size by Application
 - 9.4.1 APAC (excl. China) Eyeliner Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Eyeliner Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Eyeliner Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Eyeliner Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Eyeliner Market Size by Type

10.3.1 Latin America Eyeliner Sales by Type (2020-2032)

10.3.2 Latin America Eyeliner Revenue by Type (2020-2032)

10.4 Latin America Eyeliner Market Size by Application

10.4.1 Latin America Eyeliner Sales by Application (2020-2032)

10.4.2 Latin America Eyeliner Revenue by Application (2020-2032)

10.5 Latin America Eyeliner Market Size by Country

10.6 Latin America Eyeliner Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Eyeliner Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Eyeliner Market Size by Type

11.3.1 Middle East & Africa Eyeliner Sales by Type (2020-2032)

11.3.2 Middle East & Africa Eyeliner Revenue by Type (2020-2032)

11.4 Middle East & Africa Eyeliner Market Size by Application

11.4.1 Middle East & Africa Eyeliner Sales by Application (2020-2032)

11.4.2 Middle East & Africa Eyeliner Revenue by Application (2020-2032)

11.5 Middle East Eyeliner Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Eyeliner Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Eyeliner Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Eyeliner Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Eyeliner Average Sales Price by Manufacturers (2021-2025)

12.2 Eyeliner Competitive Landscape Analysis and Market Dynamic

- 12.2.1 Eyeliner Competitive Landscape Analysis
- 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
- 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 L'Oreal Paris

13.1.1 L'Oreal Paris Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 L'Oreal Paris Eyeliner Product Portfolio

13.1.3 L'Oreal Paris Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 EsteeLauder

13.2.1 EsteeLauder Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 EsteeLauder Eyeliner Product Portfolio

13.2.3 EsteeLauder Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 P&G

13.3.1 P&G Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 P&G Eyeliner Product Portfolio

13.3.3 P&G Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 LVMH

13.4.1 LVMH Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 LVMH Eyeliner Product Portfolio

13.4.3 LVMH Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 SHISEIDO

13.5.1 SHISEIDO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 SHISEIDO Eyeliner Product Portfolio

13.5.3 SHISEIDO Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Dior

13.6.1 Dior Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.6.2 Dior Eyeliner Product Portfolio
- 13.6.3 Dior Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.7 Amore
 - 13.7.1 Amore Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.7.2 Amore Eyeliner Product Portfolio
 - 13.7.3 Amore Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.8 Chanel
 - 13.8.1 Chanel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.8.2 Chanel Eyeliner Product Portfolio
 - 13.8.3 Chanel Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.9 Sisley
 - 13.9.1 Sisley Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.9.2 Sisley Eyeliner Product Portfolio
 - 13.9.3 Sisley Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.10 Jordana Cosmetics
 - 13.10.1 Jordana Cosmetics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.10.2 Jordana Cosmetics Eyeliner Product Portfolio
 - 13.10.3 Jordana Cosmetics Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.11 Revlon
 - 13.11.1 Revlon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.11.2 Revlon Eyeliner Product Portfolio
 - 13.11.3 Revlon Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.12 Jane Iredale
 - 13.12.1 Jane Iredale Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.12.2 Jane Iredale Eyeliner Product Portfolio
 - 13.12.3 Jane Iredale Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Kate

13.13.1 Kate Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Kate Eyeliner Product Portfolio

13.13.3 Kate Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Almay

13.14.1 Almay Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Almay Eyeliner Product Portfolio

13.14.3 Almay Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.15 Physicians Formula

13.15.1 Physicians Formula Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Physicians Formula Eyeliner Product Portfolio

13.15.3 Physicians Formula Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.16 VOV

13.16.1 VOV Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 VOV Eyeliner Product Portfolio

13.16.3 VOV Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.17 Marie Dalgar

13.17.1 Marie Dalgar Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Marie Dalgar Eyeliner Product Portfolio

13.17.3 Marie Dalgar Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.18 Marykay

13.18.1 Marykay Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 Marykay Eyeliner Product Portfolio

13.18.3 Marykay Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.19 Carslan

13.19.1 Carslan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.19.2 Carslan Eyeliner Product Portfolio
- 13.19.3 Carslan Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.20 Bleunuit
 - 13.20.1 Bleunuit Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.20.2 Bleunuit Eyeliner Product Portfolio
 - 13.20.3 Bleunuit Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.21 Flamingo
 - 13.21.1 Flamingo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.21.2 Flamingo Eyeliner Product Portfolio
 - 13.21.3 Flamingo Eyeliner Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

- 14.1 Eyeliner Industry Chain Analysis
- 14.2 Eyeliner Industry Raw Material and Suppliers Analysis
 - 14.2.1 Eyeliner Key Raw Material Supply Analysis
 - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Eyeliner Typical Downstream Customers
- 14.4 Eyeliner Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

- 16.1 Methodology/Research Approach
- 16.2 Research Scope
- 16.3 Benchmarks and Assumptions
- 16.4 Data Source
 - 16.4.1 Primary Sources
 - 16.4.2 Secondary Sources
- 16.5 Data Cross Validation
- 16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Eyeliner Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Eyeliner Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Eyeliner Industry Development Status

Table 4: Eyeliner Industry Development Trends

Table 5: Global Eyeliner Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Eyeliner Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Eyeliner Revenue Market Share by Region (2020-2025)

Table 8: Global Eyeliner Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Eyeliner Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Eyeliner Sales by Region (2020-2025) & (K Unit)

Table 11: Global Eyeliner Sales Market Share by Region (2020-2025)

Table 12: Global Eyeliner Sales Forecast by Region (2026-2032) & (K Unit)

Table 13: Global Eyeliner Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Eyeliner Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Eyeliner Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Eyeliner Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Eyeliner Sales Analysis Forecast by Type (2026-2032) & (K Unit)

Table 18: Global Eyeliner Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Eyeliner Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Eyeliner Sales Analysis by Application (2020-2025) & (K Unit)

Table 21: Global Eyeliner Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Eyeliner Players in North America

Table 23: North America Eyeliner Sales by Type (2020-2025) & (K Unit)

Table 24: North America Eyeliner Sales by Type (2026-2032) & (K Unit)

Table 25: North America Eyeliner Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Eyeliner Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Eyeliner Sales by Application (2020-2025) & (K Unit)

Table 28: North America Eyeliner Sales by Application (2026-2032) & (K Unit)

Table 29: North America Eyeliner Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Eyeliner Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Eyeliner Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Eyeliner Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Eyeliner Sales Market Size by Country (2020-2025) & (K Unit)

Table 34: North America Eyeliner Sales Market Size by Country (2026-2032) & (K Unit)

Table 35: Key Eyeliner Players in Europe

Table 36: Europe Eyeliner Sales by Type (2020-2025) & (K Unit)

Table 37: Europe Eyeliner Sales by Type (2026-2032) & (K Unit)

Table 38: Europe Eyeliner Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Eyeliner Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Eyeliner Sales by Application (2020-2025) & (K Unit)

Table 41: Europe Eyeliner Sales by Application (2026-2032) & (K Unit)

Table 42: Europe Eyeliner Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Eyeliner Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Eyeliner Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Eyeliner Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Eyeliner Sales Market Size by Country (2020-2025) & (K Unit)

Table 47: Europe Eyeliner Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 48: Key Eyeliner Players in China

Table 49: China Eyeliner Sales by Type (2020-2025) & (K Unit)

Table 50: China Eyeliner Sales by Type (2026-2032) & (K Unit)

Table 51: China Eyeliner Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Eyeliner Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Eyeliner Sales by Application (2020-2025) & (K Unit)

Table 54: China Eyeliner Sales by Application (2026-2032) & (K Unit)

Table 55: China Eyeliner Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Eyeliner Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Eyeliner Players in APAC (excl. China)

Table 58: APAC (excl. China) Eyeliner Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Eyeliner Sales by Type (2026-2032) & (K Unit)

Table 60: APAC (excl. China) Eyeliner Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Eyeliner Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Eyeliner Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Eyeliner Sales by Application (2026-2032) & (K Unit)

Table 64: APAC (excl. China) Eyeliner Revenue by Application (2020-2025) & (US\$ Million)

Million)

Table 65: APAC (excl. China) Eyeliner Revenue by Application (2026-2032) & (US\$ Million)

Table 66:: APAC (excl. China) Eyeliner Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Eyeliner Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Eyeliner Sales Market Size by Country (2020-2025) & (K Unit)

Table 69: APAC (excl. China) Eyeliner Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 70: Key Eyeliner Players in Latin America

Table 71: Latin America Eyeliner Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Eyeliner Sales by Type (2026-2032) & (K Unit)

Table 73: Latin America Eyeliner Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Eyeliner Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Eyeliner Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Eyeliner Sales by Application (2026-2032) & (K Unit)

Table 77: Latin America Eyeliner Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Eyeliner Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Eyeliner Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Eyeliner Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Eyeliner Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Eyeliner Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 83: Key Eyeliner Players in Middle East & Africa

Table 84: Middle East & Africa Eyeliner Sales by Type (2020-2025) & (K Unit)

Table 85: Middle East & Africa Eyeliner Sales by Type (2026-2032) & (K Unit)

Table 86: Middle East & Africa Eyeliner Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Eyeliner Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Eyeliner Sales by Application (2020-2025) & (K Unit)

Table 89: Middle East & Africa Eyeliner Sales by Application (2026-2032) & (K Unit)

Table 90: Middle East & Africa Eyeliner Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Eyeliner Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Eyeliner Revenue Market Size by Country (2020-2025) &

(US\$ Million)

Table 93: Middle East & Africa Eyeliner Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Eyeliner Sales Market Size by Country (2020-2025) & (K Unit)

Table 95: Middle East & Africa Eyeliner Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 96: Global Eyeliner Market Sales by Key Manufacturers (2021-2025) & (K Unit)

Table 97: Global Eyeliner Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Eyeliner Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Eyeliner Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: L'Oreal Paris Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: L'Oreal Paris Eyeliner Product Portfolio

Table 105: L'Oreal Paris Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: EsteeLauder Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: EsteeLauder Eyeliner Product Portfolio

Table 108: EsteeLauder Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: P&G Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: P&G Eyeliner Product Portfolio

Table 111: P&G Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: LVMH Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: LVMH Eyeliner Product Portfolio

Table 114: LVMH Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: SHISEIDO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: SHISEIDO Eyeliner Product Portfolio

Table 117: SHISEIDO Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit),

Gross Margin and Market Share (2021-2025)

Table 118: Dior Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Dior Eyeliner Product Portfolio

Table 120: Dior Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Amore Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Amore Eyeliner Product Portfolio

Table 123: Amore Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Chanel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Chanel Eyeliner Product Portfolio

Table 126: Chanel Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: Sisley Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Sisley Eyeliner Product Portfolio

Table 129: Sisley Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Jordana Cosmetics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Jordana Cosmetics Eyeliner Product Portfolio

Table 132: Jordana Cosmetics Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Revlon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Revlon Eyeliner Product Portfolio

Table 135: Revlon Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: Jane Iredale Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Jane Iredale Eyeliner Product Portfolio

Table 138: Jane Iredale Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: Kate Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Kate Eyeliner Product Portfolio

Table 141: Kate Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Almay Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Almay Eyeliner Product Portfolio

Table 144: Almay Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Physicians Formula Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Physicians Formula Eyeliner Product Portfolio

Table 147: Physicians Formula Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 148: VOV Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 149: VOV Eyeliner Product Portfolio

Table 150: VOV Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 151: Marie Dalgar Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 152: Marie Dalgar Eyeliner Product Portfolio

Table 153: Marie Dalgar Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 154: Marykay Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 155: Marykay Eyeliner Product Portfolio

Table 156: Marykay Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 157: Carslan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 158: Carslan Eyeliner Product Portfolio

Table 159: Carslan Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 160: Bleunuit Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 161: Bleunuit Eyeliner Product Portfolio

Table 162: Bleunuit Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 163: Flamingo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 164: Flamingo Eyeliner Product Portfolio

Table 165: Flamingo Eyeliner Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 166: Upstream Key Raw Material Price List

Table 167: Eyeliner Raw Material Suppliers and Contact Information

Table 168: Eyeliner Typical Customer List

Table 169: Eyeliner Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Eyeliner Product Pictures

Figure 2: Liquid Eyeliner Picture Scope

Figure 3: Powder-based Eye Pencil Picture Scope

Figure 4: Wax-based Eye Pencils Picture Scope

Figure 5: Kohl Eyeliner Picture Scope

Figure 6: Gel Eye Liner Picture Scope

Figure 7: Female Picture Scope

Figure 8: Male Picture Scope

Figure 9: Global Eyeliner Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 10: Global Eyeliner Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 11: Global Eyeliner Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 12: Global Eyeliner Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 13: Global Eyeliner Market Size by Region (2020-2032) & (US\$ Million)

Figure 14: Global Eyeliner Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 15: Global Eyeliner Sales Price by Region (2020-2032) & (K Unit)

Figure 16: North America Eyeliner Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 17: North America Eyeliner Revenue Market Share by Players in 2024

Figure 18: North America Eyeliner Sales Market Share by Type (2020-2032)

Figure 19: North America Eyeliner Revenue Market Share by Type (2020-2032)

Figure 20: North America Eyeliner Sales Market Share by Application (2020-2032)

Figure 21: North America Eyeliner Revenue Market Share by Application (2020-2032)

Figure 22: US Eyeliner Revenue (2020-2032) & (US\$ Million)

Figure 23: Canada Eyeliner Revenue (2020-2032) & (US\$ Million)

Figure 24: Europe Eyeliner Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 25: Europe Eyeliner Revenue Market Share by Players in 2024

Figure 26: Europe Eyeliner Sales Market Share by Type (2020-2032)

Figure 27: Europe Eyeliner Revenue Market Share by Type (2020-2032)

Figure 28: Europe Eyeliner Sales Market Share by Application (2020-2032)

Figure 29: Europe Eyeliner Revenue Market Share by Application (2020-2032)

Figure 30: Germany Eyeliner Revenue (2020-2032) & (US\$ Million)

Figure 31: France Eyeliner Revenue (2020-2032) & (US\$ Million)

- Figure 32:United Kingdom Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 33:Italy Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 34:Spain Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 35:Benelux Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 36:China Eyeliner Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 37:China Eyeliner Revenue Market Share by Players in 2024
- Figure 38:China Eyeliner Sales Market Share by Type (2020-2032)
- Figure 39:China Eyeliner Revenue Market Share by Type (2020-2032)
- Figure 40:China Eyeliner Sales Market Share by Application (2020-2032)
- Figure 41:China Eyeliner Revenue Market Share by Application (2020-2032)
- Figure 42:APAC (excl. China) Eyeliner Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 43:APAC (excl. China) Eyeliner Revenue Market Share by Players in 2024
- Figure 44:APAC (excl. China) Eyeliner Sales Market Share by Type (2020-2032)
- Figure 45:APAC (excl. China) Eyeliner Revenue Market Share by Type (2020-2032)
- Figure 46:APAC (excl. China) Eyeliner Sales Market Share by Application (2020-2032)
- Figure 47:APAC (excl. China) Eyeliner Revenue Market Share by Application (2020-2032)
- Figure 48:Japan Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 49:South Korea Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 50:India Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 51:Australia Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 52:Southeast Asia Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 53:Latin America Eyeliner Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 54:Latin America Eyeliner Revenue Market Share by Players in 2024
- Figure 55:Latin America Eyeliner Sales Market Share by Type (2020-2032)
- Figure 56:Latin America Eyeliner Revenue Market Share by Type (2020-2032)
- Figure 57:Latin America Eyeliner Sales Market Share by Application (2020-2032)
- Figure 58:Latin America Eyeliner Revenue Market Share by Application (2020-2032)
- Figure 59:Mexico Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 60:Brazil Eyeliner Revenue (2020-2032) & (US\$ Million)
- Figure 61:Middle East & Africa Eyeliner Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 62:Middle East & Africa Eyeliner Revenue Market Share by Players in 2024
- Figure 63:Middle East & Africa Eyeliner Sales Market Share by Type (2020-2032)
- Figure 64:Middle East & Africa Eyeliner Revenue Market Share by Type (2020-2032)
- Figure 65:Middle East & Africa Eyeliner Sales Market Share by Application (2020-2032)
- Figure 66:Middle East & Africa Eyeliner Revenue Market Share by Application

(2020-2032)

Figure 67: Saudi Arabia Eyeliner Revenue (2020-2032) & (US\$ Million)

Figure 68: South Africa Eyeliner Revenue (2020-2032) & (US\$ Million)

Figure 69: Global Eyeliner Sales Market Share by Key Manufacturers in 2024

Figure 70: Global Eyeliner Revenue Market Share by Key Manufacturers in 2024

Figure 71: Global Eyeliner Industry Competition Landscape

Figure 72: Eyeliner Industry Chain Analysis

Figure 73: Bottom-Up and Top-Down Research Methods

Figure 74: Key Interview Objectives

Figure 75: Data Cross Validation

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