

Global Mascara Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/MC0B21F0DF3DEN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: MC0B21F0DF3DEN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Mascara market size will reach 6,824.56 Million USD in 2025 and is projected to reach 8,013.06 Million USD by 2032, with a CAGR of 2.32% (2025-2032). Notably, the China Mascara 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

Mascara is a cosmetic product used to enhance the appearance of eyelashes. It typically comes in a tube with a wand applicator. The formulation of mascara usually consists of pigmented liquids, waxes, and polymers. When applied, mascara coats the lashes, giving them volume, length, and definition. It darkens the lashes, making them more prominent and accentuating the eyes. Mascara can come in various types, such as volumizing, lengthening, curling, or waterproof, to cater to different desired effects and preferences. It is a staple in many makeup routines, providing a finishing touch that helps define the eyes and create a more dramatic look.

The major global manufacturers of Mascara include 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, 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 Mascara. 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 Mascara 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 Mascara 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 Mascara 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 Mascara Include:

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 Product Segment Include:

Regular

Waterproof

Water Resistant

Mascara Product Application Include:

Age 12-17

Age 18-24

Age 25-44

Age 45-64

Other

Chapter Scope

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

Chapter 2: Global Mascara Industry PESTEL Analysis

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

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

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

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

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

Chapter 8: China Mascara Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

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

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

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

Chapter 12: Global Mascara 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 MASCARA MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Mascara Product by Type
 - 1.2.1 Regular
 - 1.2.2 Waterproof
 - 1.2.3 Water Resistant
- 1.3 Mascara Product by Application
 - 1.3.1 Age 12-17
 - 1.3.2 Age 18-24
 - 1.3.3 Age 25-44
 - 1.3.4 Age 45-64
 - 1.3.5 Other
- 1.4 Global Mascara Market Revenue and Sales Analysis
 - 1.4.1 Global Mascara Market Size Analysis (2020-2032)
 - 1.4.2 Global Mascara Market Sales Analysis (2020-2032)
 - 1.4.3 Global Mascara Market Sales Price Trend Analysis (2020-2032)
- 1.5 Mascara Industry Trends and Innovation
 - 1.5.1 Mascara Industry Trends and Innovation
 - 1.5.2 Mascara Market Drivers and Challenges

2 MASCARA 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 MASCARA 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 MASCARA MARKET ANALYSIS BY REGIONS

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

5 GLOBAL MASCARA MARKET SIZE BY TYPE AND APPLICATION

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

6 NORTH AMERICA

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

7 EUROPE

- 7.1 Europe Mascara Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis

7.3 Europe Mascara Market Size by Type

7.3.1 Europe Mascara Sales by Type (2020-2032)

7.3.2 Europe Mascara Revenue by Type (2020-2032)

7.4 Europe Mascara Market Size by Application

7.4.1 Europe Mascara Sales by Application (2020-2032)

7.4.2 Europe Mascara Revenue by Application (2020-2032)

7.5 Europe Mascara 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 Mascara Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Manufacturers Analysis

8.3 China Mascara Market Size by Type

8.3.1 China Mascara Sales by Type (2020-2032)

8.3.2 China Mascara Revenue by Type (2020-2032)

8.4 China Mascara Market Size by Application

8.4.1 China Mascara Sales by Application (2020-2032)

8.4.2 China Mascara Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Mascara Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Mascara Market Size by Type

9.3.1 APAC (excl. China) Mascara Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Mascara Revenue by Type (2020-2032)

9.4 APAC (excl. China) Mascara Market Size by Application

9.4.1 APAC (excl. China) Mascara Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Mascara Revenue by Application (2020-2032)

9.5 APAC (excl. China) Mascara 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 Mascara Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Mascara Market Size by Type

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

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

10.4 Latin America Mascara Market Size by Application

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

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

10.5 Latin America Mascara Market Size by Country

10.6 Latin America Mascara Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

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

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Mascara Market Size by Type

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

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

11.4 Middle East & Africa Mascara Market Size by Application

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

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

11.5 Middle East Mascara Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

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

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

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

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

12.2 Mascara Competitive Landscape Analysis and Market Dynamic

12.2.1 Mascara 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

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

13.1.2 L'Oreal Mascara Product Portfolio

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

13.2 Estee Lauder

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

13.2.2 Estee Lauder Mascara Product Portfolio

13.2.3 Estee Lauder Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Procter & Gamble

13.3.1 Procter & Gamble Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Procter & Gamble Mascara Product Portfolio

13.3.3 Procter & Gamble Mascara 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 Mascara Product Portfolio

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

13.5 Coty

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

13.5.2 Coty Mascara Product Portfolio

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

13.6 Avon

13.6.1 Avon Basic Company Profile (Employees, Areas Service, Competitors and

Contact Information)

13.6.2 Avon Mascara Product Portfolio

13.6.3 Avon Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Shiseido

13.7.1 Shiseido Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Shiseido Mascara Product Portfolio

13.7.3 Shiseido Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Amore Pacific

13.8.1 Amore Pacific Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Amore Pacific Mascara Product Portfolio

13.8.3 Amore Pacific Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Missha

13.9.1 Missha Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Missha Mascara Product Portfolio

13.9.3 Missha Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Chanel

13.10.1 Chanel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Chanel Mascara Product Portfolio

13.10.3 Chanel Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Mary Kay

13.11.1 Mary Kay Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Mary Kay Mascara Product Portfolio

13.11.3 Mary Kay Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Alticor

13.12.1 Alticor Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Alticor Mascara Product Portfolio

13.12.3 Alticor Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin

and Market Share) (2021-2025)

13.13 PIAS

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

13.13.2 PIAS Mascara Product Portfolio

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

13.14 Natura

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

13.14.2 Natura Mascara Product Portfolio

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

13.15 Revlon

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

13.15.2 Revlon Mascara Product Portfolio

13.15.3 Revlon Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.16 Oriflame

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

13.16.2 Oriflame Mascara Product Portfolio

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

13.17 Groupe Rocher

13.17.1 Groupe Rocher Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Groupe Rocher Mascara Product Portfolio

13.17.3 Groupe Rocher Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.18 Kose Corp

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

13.18.2 Kose Corp Mascara Product Portfolio

13.18.3 Kose Corp Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.19 Beiersdorf

13.19.1 Beiersdorf Basic Company Profile (Employees, Areas Service, Competitors

and Contact Information)

13.19.2 Beiersdorf Mascara Product Portfolio

13.19.3 Beiersdorf Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.20 DHC

13.20.1 DHC Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 DHC Mascara Product Portfolio

13.20.3 DHC Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.21 Thefaceshop

13.21.1 Thefaceshop Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.21.2 Thefaceshop Mascara Product Portfolio

13.21.3 Thefaceshop Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.22 Gurwitch

13.22.1 Gurwitch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.22.2 Gurwitch Mascara Product Portfolio

13.22.3 Gurwitch Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.23 Pola Orbis

13.23.1 Pola Orbis Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.23.2 Pola Orbis Mascara Product Portfolio

13.23.3 Pola Orbis Mascara Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.24 Marie Dalgar

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

13.24.2 Marie Dalgar Mascara Product Portfolio

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

13.25 Elizabeth Arden

13.25.1 Elizabeth Arden Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.25.2 Elizabeth Arden Mascara Product Portfolio

13.25.3 Elizabeth Arden Mascara Market Data Analysis (Revenue, Sales, Price, Gross

Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

- 14.1 Mascara Industry Chain Analysis
- 14.2 Mascara Industry Raw Material and Suppliers Analysis
 - 14.2.1 Mascara Key Raw Material Supply Analysis
 - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Mascara Typical Downstream Customers
- 14.4 Mascara 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 Mascara Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

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

Table 3: Mascara Industry Development Status

Table 4: Mascara Industry Development Trends

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 22: Key Mascara Players in North America

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

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

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

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

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

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

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

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

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

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

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

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

Table 35: Key Mascara Players in Europe

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

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

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

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

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

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

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

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

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

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

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

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

Table 48: Key Mascara Players in China

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Million)

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

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

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

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

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

Table 70: Key Mascara Players in Latin America

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

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

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

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

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

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

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

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

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

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

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

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

Table 83: Key Mascara Players in Middle East & Africa

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

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

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

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

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

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

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

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

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

& (US\$ Million)

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

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

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

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

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

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

Table 99: Global Mascara 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 Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: L'Oreal Mascara Product Portfolio

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

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

Table 107: Estee Lauder Mascara Product Portfolio

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

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

Table 110: Procter & Gamble Mascara Product Portfolio

Table 111: Procter & Gamble Mascara 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 Mascara Product Portfolio

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

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

Table 116: Coty Mascara Product Portfolio

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

Gross Margin and Market Share (2021-2025)

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

Table 119: Avon Mascara Product Portfolio

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

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

Table 122: Shiseido Mascara Product Portfolio

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

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

Table 125: Amore Pacific Mascara Product Portfolio

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

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

Table 128: Missha Mascara Product Portfolio

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

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

Table 131: Chanel Mascara Product Portfolio

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

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

Table 134: Mary Kay Mascara Product Portfolio

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

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

Table 137: Alticor Mascara Product Portfolio

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

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

Table 140: PIAS Mascara Product Portfolio

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

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

Table 143: Natura Mascara Product Portfolio

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

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

Table 146: Revlon Mascara Product Portfolio

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

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

Table 149: Oriflame Mascara Product Portfolio

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

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

Table 152: Groupe Rocher Mascara Product Portfolio

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

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

Table 155: Kose Corp Mascara Product Portfolio

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

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

Table 158: Beiersdorf Mascara Product Portfolio

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

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

Table 161: DHC Mascara Product Portfolio

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

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

Table 164: Thefaceshop Mascara Product Portfolio

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

Table 166: Gurwitch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 167: Gurwitch Mascara Product Portfolio

Table 168: Gurwitch Mascara Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 169: Pola Orbis Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 170: Pola Orbis Mascara Product Portfolio

Table 171: Pola Orbis Mascara Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 172: Marie Dalgar Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 173: Marie Dalgar Mascara Product Portfolio

Table 174: Marie Dalgar Mascara Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 175: Elizabeth Arden Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 176: Elizabeth Arden Mascara Product Portfolio

Table 177: Elizabeth Arden Mascara Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 178: Upstream Key Raw Material Price List

Table 179: Mascara Raw Material Suppliers and Contact Information

Table 180: Mascara Typical Customer List

Table 181: Mascara Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Mascara Product Pictures

Figure 2: Regular Picture Scope

Figure 3: Waterproof Picture Scope

Figure 4: Water Resistant Picture Scope

Figure 5: Age 12-17 Picture Scope

Figure 6: Age 18-24 Picture Scope

Figure 7: Age 25-44 Picture Scope

Figure 8: Age 45-64 Picture Scope

Figure 9: Other Picture Scope

Figure 10: Global Mascara Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 11: Global Mascara Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 12: Global Mascara Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 13: Global Mascara Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 14: Global Mascara Market Size by Region (2020-2032) & (US\$ Million)

Figure 15: Global Mascara Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 16: Global Mascara Sales Price by Region (2020-2032) & (K Unit)

Figure 17: North America Mascara Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 18: North America Mascara Revenue Market Share by Players in 2024

Figure 19: North America Mascara Sales Market Share by Type (2020-2032)

Figure 20: North America Mascara Revenue Market Share by Type (2020-2032)

Figure 21: North America Mascara Sales Market Share by Application (2020-2032)

Figure 22: North America Mascara Revenue Market Share by Application (2020-2032)

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

Figure 24: Canada Mascara Revenue (2020-2032) & (US\$ Million)

Figure 25: Europe Mascara Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 26: Europe Mascara Revenue Market Share by Players in 2024

Figure 27: Europe Mascara Sales Market Share by Type (2020-2032)

Figure 28: Europe Mascara Revenue Market Share by Type (2020-2032)

Figure 29: Europe Mascara Sales Market Share by Application (2020-2032)

Figure 30: Europe Mascara Revenue Market Share by Application (2020-2032)

Figure 31: Germany Mascara Revenue (2020-2032) & (US\$ Million)

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

Figure 67: Middle East & Africa Mascara Revenue Market Share by Application (2020-2032)

Figure 68: Saudi Arabia Mascara Revenue (2020-2032) & (US\$ Million)

Figure 69: South Africa Mascara Revenue (2020-2032) & (US\$ Million)

Figure 70: Global Mascara Sales Market Share by Key Manufacturers in 2024

Figure 71: Global Mascara Revenue Market Share by Key Manufacturers in 2024

Figure 72: Global Mascara Industry Competition Landscape

Figure 73: Mascara Industry Chain Analysis

Figure 74: Bottom-Up and Top-Down Research Methods

Figure 75: Key Interview Objectives

Figure 76: Data Cross Validation

I would like to order

Product name: Global Mascara Competitive Landscape Professional Research Report 2025

Product link: <https://marketpublishers.com/r/MC0B21F0DF3DEN.html>

Price: US\$ 3,500.00 (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/MC0B21F0DF3DEN.html>