

Global Disposable Steam Heated Eye Masks Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Disposable Steam Heated Eye Masks market size is expected to reach \$ 103 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

In 2025, global sales of Disposable Steam Heated Eye Masks reached approximately 110 million units, with an average market price of about USD 0.7 per unit, an annual production capacity of roughly 170 million units, and an industry-average gross margin of approximately 44%.

Disposable Steam Heated Eye Masks are short-use or disposable wellness products featuring a built-in self-heating layer or reaction material that generates warm steam around the eye region (typically 40-45 °C) when opened. They are designed to relieve eye fatigue, dryness, strain from screens, or to provide a relaxation spa-like experience. The product is typically composed of non-woven fabric substrate, the heating/steam layer, optional aroma or medicinal micro-additives, and single-use packaging. Its supply chain is structured as follows: upstream includes suppliers of heating chemicals, non-woven fabrics, fragrances/medicinal additives; down-stream includes e-commerce platforms, pharmacy/beauty retail chains, travel retail channels and end-consumers. Regarding cost structure, raw materials account for about 55% of total cost, labour & equipment depreciation about 20%, packaging & logistics about 15%, and marketing & channel fees around 10%. In terms of downstream consumption, based on global user groups and usage frequency, heavy screen-use individuals are estimated to use on average 6-10 masks per year, although actual usage varies by region, culture and work intensity.

This report studies the global Disposable Steam Heated Eye Masks production,

demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Disposable Steam Heated Eye Masks and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Disposable Steam Heated Eye Masks that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Disposable Steam Heated Eye Masks total production and demand, 2021-2032, (K Units)

Global Disposable Steam Heated Eye Masks total production value, 2021-2032, (USD Million)

Global Disposable Steam Heated Eye Masks production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Disposable Steam Heated Eye Masks consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Disposable Steam Heated Eye Masks domestic production, consumption, key domestic manufacturers and share

Global Disposable Steam Heated Eye Masks production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Disposable Steam Heated Eye Masks production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Disposable Steam Heated Eye Masks production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Disposable Steam Heated Eye Masks market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Kao, Carl Zeiss, Renhe, Yunnan Baiyao, Jiangxi Zhenshiming, PIN6, Hebei Feifan Biotechnology, MINISO, Chaoya, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Disposable Steam Heated Eye Masks market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Disposable Steam Heated Eye Masks Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Disposable Steam Heated Eye Masks Market, Segmentation by Type:

Disposable

Reusable

Global Disposable Steam Heated Eye Masks Market, Segmentation by Sales Channels:

Online

Offline

Global Disposable Steam Heated Eye Masks Market, Segmentation by Application:

Adult Use

Children's Use

Companies Profiled:

Kao

Carl Zeiss

Renhe

Yunnan Baiyao

Jiangxi Zhenshiming

PIN6

Hebei Feifan Biotechnology

MINISO

Chaoya

Key Questions Answered:

1. How big is the global Disposable Steam Heated Eye Masks market?
2. What is the demand of the global Disposable Steam Heated Eye Masks market?
3. What is the year over year growth of the global Disposable Steam Heated Eye Masks market?
4. What is the production and production value of the global Disposable Steam Heated Eye Masks market?
5. Who are the key producers in the global Disposable Steam Heated Eye Masks market?

6. What are the growth factors driving the market demand?

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