

Global Disposable Steam Heated Eye Masks Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Disposable Steam Heated Eye Masks market size was valued at US\$ 79.23 million in 2025 and is forecast to a readjusted size of US\$ 103 million by 2032 with a CAGR of 3.6% during review period.

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 is a detailed and comprehensive analysis for global Disposable Steam Heated Eye Masks market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Disposable Steam Heated Eye Masks market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Disposable Steam Heated Eye Masks market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Disposable Steam Heated Eye Masks market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Disposable Steam Heated Eye Masks market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Disposable Steam Heated Eye Masks

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Disposable Steam Heated Eye Masks market based on the following parameters - company overview, sales quantity, revenue,

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.

Market Segmentation

Disposable Steam Heated Eye Masks market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Disposable

Reusable

Market segment by Sales Channels

Online

Offline

Market segment by Application

Adult Use

Children's Use

Major players covered

Kao

Carl Zeiss

Renhe

Yunnan Baiyao

Jiangxi Zhenshiming

PIN6

Hebei Feifan Biotechnology

MINISO

Chaoya

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Disposable Steam Heated Eye Masks product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Disposable Steam Heated Eye Masks, with price, sales quantity, revenue, and global market share of Disposable Steam

Heated Eye Masks from 2021 to 2026.

Chapter 3, the Disposable Steam Heated Eye Masks competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Disposable Steam Heated Eye Masks breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Disposable Steam Heated Eye Masks market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Disposable Steam Heated Eye Masks.

Chapter 14 and 15, to describe Disposable Steam Heated Eye Masks sales channel, distributors, customers, research findings and conclusion.

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