

# Global Eye-area Cosmetics Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Eye-area Cosmetics market size was valued at US\$ 2881 million in 2025 and is forecast to a readjusted size of US\$ 3755 million by 2032 with a CAGR of 3.9% during review period.

Eye-area Cosmetics are finished color cosmetic products specifically intended for application around the eyes, covering eye shadow, eye liner, mascara, brow products, and related primers and setting items, with the primary purpose of enhancing appearance through color, definition, and visual enlargement effects. Common formats include pressed or loose powders in palettes, creams and gels in jars, liquids in pens or tubes, and pencil or twist-up mechanisms, paired with applicator structures such as brushes, sponge tips, wands, or cores to enable lining, blending, volumizing, lengthening, and setting. Formulations typically combine permitted colorants and effect pigments, film-forming and binding systems, oil-wax or silicone bases, dispersing and thickening systems, plus preservation and stability components as needed. Because these products are applied adjacent to sensitive ocular tissues, manufacturing and compliance place heightened emphasis on colorant use conditions, microbiological control, and packaging and applicator designs that reduce secondary contamination risks. Production is concentrated in scalable color-cosmetics manufacturing hubs across Asia and Europe, and products are used across daily wear, social occasions, and professional makeup services, commercialized through brand owners and contract manufacturers via omnichannel routes.

Global eye-area cosmetics are moving into a growth phase defined by visual performance and supply-chain agility. Social and short-form video ecosystems have elevated eye looks into a primary “visual anchor” of the overall makeup routine, making a balanced delivery of color payoff, refinement, uniform film formation, and wear stability

the core levers of differentiation. In parallel, deeper online penetration and stronger direct-to-consumer execution are compressing the path from shade demo and performance proof to purchase, pushing companies to accelerate formulation iteration, shade development, and fast-turn small-batch launches. This dynamic continues to unlock repeat-purchase potential in high-frequency categories such as liners, mascaras, and brow stylers across multiple use occasions.

Opportunity is matched by intensifying quality and risk-management constraints. Regulators repeatedly highlight hygiene, avoidance of cross-use, and contamination risk reduction for eye cosmetics, and the industry response increasingly centers on stronger preservation and microbiological control as well as packaging and applicator designs that minimize secondary contamination, with consumer safe-use communication treated as part of the product lifecycle. Meanwhile, colorant use boundaries and compliance requirements keep evolving across major markets, forcing brands to optimize trade-offs among high-impact performance, comfort, sensitivity control, and removal experience, making “high-performance formulation plus compliance readiness” a critical entry ticket for international channels and premium customer ecosystems. FDA’s eye cosmetic safety guidance and microbial contamination risk messaging are widely referenced frameworks for safe-use communication in the category.

This report is a detailed and comprehensive analysis for global Eye-area Cosmetics market. Both quantitative and qualitative analyses are presented by company, 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 Eye-area Cosmetics market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Eye-area Cosmetics market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Eye-area Cosmetics market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Eye-area Cosmetics market shares of main players, in revenue (\$ Million),  
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 Eye-area Cosmetics
- 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 Eye-area Cosmetics market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Intercos Group, Chromavis Fareva, Ancorotti Cosmetics S.p.A., Schwan Cosmetics International GmbH, Gotha Cosmetics, COSMAX, Kolmar Korea, COSMECCA KOREA, kdc/one, TOYO BEAUTY CO., LTD., etc.

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

### Market segmentation

Eye-area Cosmetics 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. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Mascara

Eye Liner

Eye Shadow

Brow Products

### Market segment by Format

Pencil Format

Liquid Format

Powder Format

Others

#### Market segment by Sales Channel

Female

Male

#### Market segment by Application

Home Use

Professional Studio

Others

#### Market segment by players, this report covers

Intercos Group

Chromavis Fareva

Ancorotti Cosmetics S.p.A.

Schwan Cosmetics International GmbH

Gotha Cosmetics

COSMAX

Kolmar Korea

COSMECCA KOREA

kdc/one

TOYO BEAUTY CO., LTD.

Shanghai Beukay Cosmetics Co., Ltd.

Weihai Longain Beauty Pencil Co., LTD

Guangzhou Bijiang Cosmetics Co., Ltd.

Nox Bellcow Cosmetics Co., Ltd.

CARSLAN

MAO GEPING COSMETICS CO., LTD.

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Eye-area Cosmetics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Eye-area Cosmetics, with revenue, gross margin, and global market share of Eye-area Cosmetics from 2021 to 2026.

Chapter 3, the Eye-area Cosmetics competitive situation, revenue, and global market

share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Eye-area Cosmetics market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Eye-area Cosmetics.

Chapter 13, to describe Eye-area Cosmetics research findings and conclusion.

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