

# Global Eye Makeup Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Eye Makeup market size is expected to reach \$ 30423 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Eye makeup refers to a combination of cosmetics used to enhance the contours of the eyes and increase their expressiveness. It mainly includes eyeshadow, eyeliner (pencil/liquid), mascara, eyebrow pencil, eye primer, and false eyelashes. Its core function is to enlarge the eye contour, enhance three-dimensionality, and express individual style through the combination of color, lines, and layers. Eye makeup products effectively modify eye shape, conceal fatigue, and enhance radiance, making them a key element in improving the overall sophistication of makeup, especially important in scenarios such as high-definition photography, live video streaming, and professional image. This product has an average price of approximately \$16.70 per unit, with global sales of approximately 1281.6 million units.

The eye makeup market is currently experiencing rapid growth driven by both the 'appearance economy' and 'content e-commerce.' Upstream sectors include pigment raw materials (such as mica and iron oxide), packaging materials (plastics and glass), and brush manufacturing; downstream sectors include brands, distributors, e-commerce platforms, and beauty content creators. With the rise of AI-powered makeup try-ons, virtual makeup, and environmentally friendly formulas, eye makeup products are developing towards a fusion of 'technology + art.' In the future, brands with high color rendering, low irritation, and sustainable packaging capabilities will be more competitive, especially in Generation Z and emerging markets where they have broad growth potential.

This report studies the global Eye Makeup production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Eye Makeup 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 Eye Makeup that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Eye Makeup total production and demand, 2021-2032, (M Units)

Global Eye Makeup total production value, 2021-2032, (USD Million)

Global Eye Makeup production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global Eye Makeup consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: Eye Makeup domestic production, consumption, key domestic manufacturers and share

Global Eye Makeup production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global Eye Makeup production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global Eye Makeup production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Eye Makeup 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 L'Oreal, Estee Lauder, LVMH, SHISEIDO, Chanel, Avon, Revlon, Charlotte Tilbury, KOSE, Sisley, 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 Eye Makeup market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (USD/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 Eye Makeup Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Eye Makeup Market, Segmentation by Type:

Eyeshadow

Eyeliner

False Lashes

Others

#### Global Eye Makeup Market, Segmentation by End User:

Professional Makeup Artist

Daily Commuting

Teenagers

Other

#### Global Eye Makeup Market, Segmentation by Makeup Effect:

Natural Nude Makeup

Smoky Eye Makeup

Stage Makeup

Other

Global Eye Makeup Market, Segmentation by Application:

Supermarket

Specialty Retailers

Online

Others

**Companies Profiled:**

L'Oreal

Estee Lauder

LVMH

SHISEIDO

Chanel

Avon

Revlon

Charlotte Tilbury

KOSE

Sisley

Perfect Diary

Eastern Garden

Mao Geping Cosmetics

Coty

CHANDO

CLIO Cosmetics

Carslan

Mariedalgar

Lansur

Amore Pacific

Mary Kay

Amway

Elf

Kate

Huda Beauty

### **Key Questions Answered:**

1. How big is the global Eye Makeup market?
2. What is the demand of the global Eye Makeup market?
3. What is the year over year growth of the global Eye Makeup market?
4. What is the production and production value of the global Eye Makeup market?
5. Who are the key producers in the global Eye Makeup market?
6. What are the growth factors driving the market demand?

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