

Global Eye Makeup Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Eye Makeup market size was valued at USD 16710 million in 2023 and is forecast to a readjusted size of USD 26470 million by 2030 with a CAGR of 6.8% during review period.

Eye Makeup is specially designed for the eyes and the surrounding parts of the eyes to make the eyes more beautiful and achieve a more beautiful overall look.

Global Eye Makeup key players include L'Oreal, Estee Lauder, LVMH, etc. Global top three manufacturers hold a share about 25%.

North America is the largest market, with a share about 30%, followed by Europe and China, both have a share about 40 percent.

In terms of product, Eyeshadow is the largest segment, with a share about 70%. And in terms of application, the largest application is Supermarket and Shopping Mall, followed by Specialty Retailers.

The Global Info Research report includes an overview of the development of the Eye Makeup industry chain, the market status of Supermarket (Eyeshadow, Eyeliner), Specialty Retailers (Eyeshadow, Eyeliner), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Eye Makeup.

Regionally, the report analyzes the Eye Makeup markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Eye

Makeup market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Eye Makeup market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Eye Makeup industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (M Units), revenue generated, and market share of different by Type (e.g., Eyeshadow, Eyeliner).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Eye Makeup market.

Regional Analysis: The report involves examining the Eye Makeup market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Eye Makeup market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Eye Makeup:

Company Analysis: Report covers individual Eye Makeup manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Eye Makeup This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarket, Specialty

Retailers).

Technology Analysis: Report covers specific technologies relevant to Eye Makeup. It assesses the current state, advancements, and potential future developments in Eye Makeup areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Eye Makeup market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Eye Makeup market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Eyeshadow

Eyeliner

False Lashes

Others

Market segment by Application

Supermarket

Specialty Retailers

Online

Others

Major players covered

L'Oreal

Estee Lauder

LVMH

SHISEIDO

Amore Pacific

Chanel

Avon

Revlon

Mary Kay

Amway

Sisley

Elf

Kate

Coty

Kose

Carslan

Mariedalgar

Lansur

Maogeping

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 Eye Makeup product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Eye Makeup, with price, sales, revenue and global market share of Eye Makeup from 2019 to 2024.

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

Chapter 4, the Eye Makeup breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Eye Makeup market forecast, by regions, type and application, with sales

and revenue, from 2025 to 2030.

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 Eye Makeup.

Chapter 14 and 15, to describe Eye Makeup sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Eye Makeup
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Eye Makeup Consumption Value by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Eyeshadow
 - 1.3.3 Eyeliner
 - 1.3.4 False Lashes
 - 1.3.5 Others
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Eye Makeup Consumption Value by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Supermarket
 - 1.4.3 Specialty Retailers
 - 1.4.4 Online
 - 1.4.5 Others
- 1.5 Global Eye Makeup Market Size & Forecast
 - 1.5.1 Global Eye Makeup Consumption Value (2019 & 2023 & 2030)
 - 1.5.2 Global Eye Makeup Sales Quantity (2019-2030)
 - 1.5.3 Global Eye Makeup Average Price (2019-2030)

2 MANUFACTURERS PROFILES

- 2.1 L'Oreal
 - 2.1.1 L'Oreal Details
 - 2.1.2 L'Oreal Major Business
 - 2.1.3 L'Oreal Eye Makeup Product and Services
 - 2.1.4 L'Oreal Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 L'Oreal Recent Developments/Updates
- 2.2 Estee Lauder
 - 2.2.1 Estee Lauder Details
 - 2.2.2 Estee Lauder Major Business
 - 2.2.3 Estee Lauder Eye Makeup Product and Services
 - 2.2.4 Estee Lauder Eye Makeup Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2019-2024)

2.2.5 Estee Lauder Recent Developments/Updates

2.3 LVMH

2.3.1 LVMH Details

2.3.2 LVMH Major Business

2.3.3 LVMH Eye Makeup Product and Services

2.3.4 LVMH Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.3.5 LVMH Recent Developments/Updates

2.4 SHISEIDO

2.4.1 SHISEIDO Details

2.4.2 SHISEIDO Major Business

2.4.3 SHISEIDO Eye Makeup Product and Services

2.4.4 SHISEIDO Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 SHISEIDO Recent Developments/Updates

2.5 Amore Pacific

2.5.1 Amore Pacific Details

2.5.2 Amore Pacific Major Business

2.5.3 Amore Pacific Eye Makeup Product and Services

2.5.4 Amore Pacific Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.5.5 Amore Pacific Recent Developments/Updates

2.6 Chanel

2.6.1 Chanel Details

2.6.2 Chanel Major Business

2.6.3 Chanel Eye Makeup Product and Services

2.6.4 Chanel Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.6.5 Chanel Recent Developments/Updates

2.7 Avon

2.7.1 Avon Details

2.7.2 Avon Major Business

2.7.3 Avon Eye Makeup Product and Services

2.7.4 Avon Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.7.5 Avon Recent Developments/Updates

2.8 Revlon

2.8.1 Revlon Details

- 2.8.2 Revlon Major Business
- 2.8.3 Revlon Eye Makeup Product and Services
- 2.8.4 Revlon Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.8.5 Revlon Recent Developments/Updates
- 2.9 Mary Kay
 - 2.9.1 Mary Kay Details
 - 2.9.2 Mary Kay Major Business
 - 2.9.3 Mary Kay Eye Makeup Product and Services
 - 2.9.4 Mary Kay Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Mary Kay Recent Developments/Updates
- 2.10 Amway
 - 2.10.1 Amway Details
 - 2.10.2 Amway Major Business
 - 2.10.3 Amway Eye Makeup Product and Services
 - 2.10.4 Amway Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Amway Recent Developments/Updates
- 2.11 Sisley
 - 2.11.1 Sisley Details
 - 2.11.2 Sisley Major Business
 - 2.11.3 Sisley Eye Makeup Product and Services
 - 2.11.4 Sisley Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 Sisley Recent Developments/Updates
- 2.12 Elf
 - 2.12.1 Elf Details
 - 2.12.2 Elf Major Business
 - 2.12.3 Elf Eye Makeup Product and Services
 - 2.12.4 Elf Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 Elf Recent Developments/Updates
- 2.13 Kate
 - 2.13.1 Kate Details
 - 2.13.2 Kate Major Business
 - 2.13.3 Kate Eye Makeup Product and Services
 - 2.13.4 Kate Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.13.5 Kate Recent Developments/Updates
- 2.14 Coty
 - 2.14.1 Coty Details
 - 2.14.2 Coty Major Business
 - 2.14.3 Coty Eye Makeup Product and Services
 - 2.14.4 Coty Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.14.5 Coty Recent Developments/Updates
- 2.15 Kose
 - 2.15.1 Kose Details
 - 2.15.2 Kose Major Business
 - 2.15.3 Kose Eye Makeup Product and Services
 - 2.15.4 Kose Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.15.5 Kose Recent Developments/Updates
- 2.16 Carslan
 - 2.16.1 Carslan Details
 - 2.16.2 Carslan Major Business
 - 2.16.3 Carslan Eye Makeup Product and Services
 - 2.16.4 Carslan Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.16.5 Carslan Recent Developments/Updates
- 2.17 Mariedalgar
 - 2.17.1 Mariedalgar Details
 - 2.17.2 Mariedalgar Major Business
 - 2.17.3 Mariedalgar Eye Makeup Product and Services
 - 2.17.4 Mariedalgar Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.17.5 Mariedalgar Recent Developments/Updates
- 2.18 Lansur
 - 2.18.1 Lansur Details
 - 2.18.2 Lansur Major Business
 - 2.18.3 Lansur Eye Makeup Product and Services
 - 2.18.4 Lansur Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.18.5 Lansur Recent Developments/Updates
- 2.19 Maogeping
 - 2.19.1 Maogeping Details
 - 2.19.2 Maogeping Major Business

- 2.19.3 Maogeping Eye Makeup Product and Services
- 2.19.4 Maogeping Eye Makeup Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.19.5 Maogeping Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: EYE MAKEUP BY MANUFACTURER

- 3.1 Global Eye Makeup Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Eye Makeup Revenue by Manufacturer (2019-2024)
- 3.3 Global Eye Makeup Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
 - 3.4.1 Producer Shipments of Eye Makeup by Manufacturer Revenue (\$MM) and Market Share (%): 2023
 - 3.4.2 Top 3 Eye Makeup Manufacturer Market Share in 2023
 - 3.4.2 Top 6 Eye Makeup Manufacturer Market Share in 2023
- 3.5 Eye Makeup Market: Overall Company Footprint Analysis
 - 3.5.1 Eye Makeup Market: Region Footprint
 - 3.5.2 Eye Makeup Market: Company Product Type Footprint
 - 3.5.3 Eye Makeup Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Eye Makeup Market Size by Region
 - 4.1.1 Global Eye Makeup Sales Quantity by Region (2019-2030)
 - 4.1.2 Global Eye Makeup Consumption Value by Region (2019-2030)
 - 4.1.3 Global Eye Makeup Average Price by Region (2019-2030)
- 4.2 North America Eye Makeup Consumption Value (2019-2030)
- 4.3 Europe Eye Makeup Consumption Value (2019-2030)
- 4.4 Asia-Pacific Eye Makeup Consumption Value (2019-2030)
- 4.5 South America Eye Makeup Consumption Value (2019-2030)
- 4.6 Middle East and Africa Eye Makeup Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Eye Makeup Sales Quantity by Type (2019-2030)
- 5.2 Global Eye Makeup Consumption Value by Type (2019-2030)
- 5.3 Global Eye Makeup Average Price by Type (2019-2030)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Eye Makeup Sales Quantity by Application (2019-2030)
- 6.2 Global Eye Makeup Consumption Value by Application (2019-2030)
- 6.3 Global Eye Makeup Average Price by Application (2019-2030)

7 NORTH AMERICA

- 7.1 North America Eye Makeup Sales Quantity by Type (2019-2030)
- 7.2 North America Eye Makeup Sales Quantity by Application (2019-2030)
- 7.3 North America Eye Makeup Market Size by Country
 - 7.3.1 North America Eye Makeup Sales Quantity by Country (2019-2030)
 - 7.3.2 North America Eye Makeup Consumption Value by Country (2019-2030)
 - 7.3.3 United States Market Size and Forecast (2019-2030)
 - 7.3.4 Canada Market Size and Forecast (2019-2030)
 - 7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

- 8.1 Europe Eye Makeup Sales Quantity by Type (2019-2030)
- 8.2 Europe Eye Makeup Sales Quantity by Application (2019-2030)
- 8.3 Europe Eye Makeup Market Size by Country
 - 8.3.1 Europe Eye Makeup Sales Quantity by Country (2019-2030)
 - 8.3.2 Europe Eye Makeup Consumption Value by Country (2019-2030)
 - 8.3.3 Germany Market Size and Forecast (2019-2030)
 - 8.3.4 France Market Size and Forecast (2019-2030)
 - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
 - 8.3.6 Russia Market Size and Forecast (2019-2030)
 - 8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Eye Makeup Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Eye Makeup Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Eye Makeup Market Size by Region
 - 9.3.1 Asia-Pacific Eye Makeup Sales Quantity by Region (2019-2030)
 - 9.3.2 Asia-Pacific Eye Makeup Consumption Value by Region (2019-2030)
 - 9.3.3 China Market Size and Forecast (2019-2030)

- 9.3.4 Japan Market Size and Forecast (2019-2030)
- 9.3.5 Korea Market Size and Forecast (2019-2030)
- 9.3.6 India Market Size and Forecast (2019-2030)
- 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
- 9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

- 10.1 South America Eye Makeup Sales Quantity by Type (2019-2030)
- 10.2 South America Eye Makeup Sales Quantity by Application (2019-2030)
- 10.3 South America Eye Makeup Market Size by Country
 - 10.3.1 South America Eye Makeup Sales Quantity by Country (2019-2030)
 - 10.3.2 South America Eye Makeup Consumption Value by Country (2019-2030)
 - 10.3.3 Brazil Market Size and Forecast (2019-2030)
 - 10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Eye Makeup Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Eye Makeup Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Eye Makeup Market Size by Country
 - 11.3.1 Middle East & Africa Eye Makeup Sales Quantity by Country (2019-2030)
 - 11.3.2 Middle East & Africa Eye Makeup Consumption Value by Country (2019-2030)
 - 11.3.3 Turkey Market Size and Forecast (2019-2030)
 - 11.3.4 Egypt Market Size and Forecast (2019-2030)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
 - 11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

- 12.1 Eye Makeup Market Drivers
- 12.2 Eye Makeup Market Restraints
- 12.3 Eye Makeup Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Eye Makeup and Key Manufacturers

13.2 Manufacturing Costs Percentage of Eye Makeup

13.3 Eye Makeup Production Process

13.4 Eye Makeup Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Eye Makeup Typical Distributors

14.3 Eye Makeup Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Eye Makeup Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Eye Makeup Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. L'Oreal Basic Information, Manufacturing Base and Competitors

Table 4. L'Oreal Major Business

Table 5. L'Oreal Eye Makeup Product and Services

Table 6. L'Oreal Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. L'Oreal Recent Developments/Updates

Table 8. Estee Lauder Basic Information, Manufacturing Base and Competitors

Table 9. Estee Lauder Major Business

Table 10. Estee Lauder Eye Makeup Product and Services

Table 11. Estee Lauder Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Estee Lauder Recent Developments/Updates

Table 13. LVMH Basic Information, Manufacturing Base and Competitors

Table 14. LVMH Major Business

Table 15. LVMH Eye Makeup Product and Services

Table 16. LVMH Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. LVMH Recent Developments/Updates

Table 18. SHISEIDO Basic Information, Manufacturing Base and Competitors

Table 19. SHISEIDO Major Business

Table 20. SHISEIDO Eye Makeup Product and Services

Table 21. SHISEIDO Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. SHISEIDO Recent Developments/Updates

Table 23. Amore Pacific Basic Information, Manufacturing Base and Competitors

Table 24. Amore Pacific Major Business

Table 25. Amore Pacific Eye Makeup Product and Services

Table 26. Amore Pacific Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Amore Pacific Recent Developments/Updates

Table 28. Chanel Basic Information, Manufacturing Base and Competitors

Table 29. Chanel Major Business

Table 30. Chanel Eye Makeup Product and Services

Table 31. Chanel Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 32. Chanel Recent Developments/Updates

Table 33. Avon Basic Information, Manufacturing Base and Competitors

Table 34. Avon Major Business

Table 35. Avon Eye Makeup Product and Services

Table 36. Avon Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. Avon Recent Developments/Updates

Table 38. Revlon Basic Information, Manufacturing Base and Competitors

Table 39. Revlon Major Business

Table 40. Revlon Eye Makeup Product and Services

Table 41. Revlon Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. Revlon Recent Developments/Updates

Table 43. Mary Kay Basic Information, Manufacturing Base and Competitors

Table 44. Mary Kay Major Business

Table 45. Mary Kay Eye Makeup Product and Services

Table 46. Mary Kay Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 47. Mary Kay Recent Developments/Updates

Table 48. Amway Basic Information, Manufacturing Base and Competitors

Table 49. Amway Major Business

Table 50. Amway Eye Makeup Product and Services

Table 51. Amway Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 52. Amway Recent Developments/Updates

Table 53. Sisley Basic Information, Manufacturing Base and Competitors

Table 54. Sisley Major Business

Table 55. Sisley Eye Makeup Product and Services

Table 56. Sisley Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 57. Sisley Recent Developments/Updates

Table 58. Elf Basic Information, Manufacturing Base and Competitors

Table 59. Elf Major Business

Table 60. Elf Eye Makeup Product and Services

Table 61. Elf Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit),

Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 62. Elf Recent Developments/Updates

Table 63. Kate Basic Information, Manufacturing Base and Competitors

Table 64. Kate Major Business

Table 65. Kate Eye Makeup Product and Services

Table 66. Kate Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 67. Kate Recent Developments/Updates

Table 68. Coty Basic Information, Manufacturing Base and Competitors

Table 69. Coty Major Business

Table 70. Coty Eye Makeup Product and Services

Table 71. Coty Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 72. Coty Recent Developments/Updates

Table 73. Kose Basic Information, Manufacturing Base and Competitors

Table 74. Kose Major Business

Table 75. Kose Eye Makeup Product and Services

Table 76. Kose Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 77. Kose Recent Developments/Updates

Table 78. Carslan Basic Information, Manufacturing Base and Competitors

Table 79. Carslan Major Business

Table 80. Carslan Eye Makeup Product and Services

Table 81. Carslan Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 82. Carslan Recent Developments/Updates

Table 83. Mariedalgar Basic Information, Manufacturing Base and Competitors

Table 84. Mariedalgar Major Business

Table 85. Mariedalgar Eye Makeup Product and Services

Table 86. Mariedalgar Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 87. Mariedalgar Recent Developments/Updates

Table 88. Lansur Basic Information, Manufacturing Base and Competitors

Table 89. Lansur Major Business

Table 90. Lansur Eye Makeup Product and Services

Table 91. Lansur Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 92. Lansur Recent Developments/Updates

Table 93. Maogeping Basic Information, Manufacturing Base and Competitors

Table 94. Maogeping Major Business

Table 95. Maogeping Eye Makeup Product and Services

Table 96. Maogeping Eye Makeup Sales Quantity (M Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 97. Maogeping Recent Developments/Updates

Table 98. Global Eye Makeup Sales Quantity by Manufacturer (2019-2024) & (M Units)

Table 99. Global Eye Makeup Revenue by Manufacturer (2019-2024) & (USD Million)

Table 100. Global Eye Makeup Average Price by Manufacturer (2019-2024) & (USD/Unit)

Table 101. Market Position of Manufacturers in Eye Makeup, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 102. Head Office and Eye Makeup Production Site of Key Manufacturer

Table 103. Eye Makeup Market: Company Product Type Footprint

Table 104. Eye Makeup Market: Company Product Application Footprint

Table 105. Eye Makeup New Market Entrants and Barriers to Market Entry

Table 106. Eye Makeup Mergers, Acquisition, Agreements, and Collaborations

Table 107. Global Eye Makeup Sales Quantity by Region (2019-2024) & (M Units)

Table 108. Global Eye Makeup Sales Quantity by Region (2025-2030) & (M Units)

Table 109. Global Eye Makeup Consumption Value by Region (2019-2024) & (USD Million)

Table 110. Global Eye Makeup Consumption Value by Region (2025-2030) & (USD Million)

Table 111. Global Eye Makeup Average Price by Region (2019-2024) & (USD/Unit)

Table 112. Global Eye Makeup Average Price by Region (2025-2030) & (USD/Unit)

Table 113. Global Eye Makeup Sales Quantity by Type (2019-2024) & (M Units)

Table 114. Global Eye Makeup Sales Quantity by Type (2025-2030) & (M Units)

Table 115. Global Eye Makeup Consumption Value by Type (2019-2024) & (USD Million)

Table 116. Global Eye Makeup Consumption Value by Type (2025-2030) & (USD Million)

Table 117. Global Eye Makeup Average Price by Type (2019-2024) & (USD/Unit)

Table 118. Global Eye Makeup Average Price by Type (2025-2030) & (USD/Unit)

Table 119. Global Eye Makeup Sales Quantity by Application (2019-2024) & (M Units)

Table 120. Global Eye Makeup Sales Quantity by Application (2025-2030) & (M Units)

Table 121. Global Eye Makeup Consumption Value by Application (2019-2024) & (USD Million)

Table 122. Global Eye Makeup Consumption Value by Application (2025-2030) & (USD Million)

Table 123. Global Eye Makeup Average Price by Application (2019-2024) & (USD/Unit)

- Table 124. Global Eye Makeup Average Price by Application (2025-2030) & (USD/Unit)
- Table 125. North America Eye Makeup Sales Quantity by Type (2019-2024) & (M Units)
- Table 126. North America Eye Makeup Sales Quantity by Type (2025-2030) & (M Units)
- Table 127. North America Eye Makeup Sales Quantity by Application (2019-2024) & (M Units)
- Table 128. North America Eye Makeup Sales Quantity by Application (2025-2030) & (M Units)
- Table 129. North America Eye Makeup Sales Quantity by Country (2019-2024) & (M Units)
- Table 130. North America Eye Makeup Sales Quantity by Country (2025-2030) & (M Units)
- Table 131. North America Eye Makeup Consumption Value by Country (2019-2024) & (USD Million)
- Table 132. North America Eye Makeup Consumption Value by Country (2025-2030) & (USD Million)
- Table 133. Europe Eye Makeup Sales Quantity by Type (2019-2024) & (M Units)
- Table 134. Europe Eye Makeup Sales Quantity by Type (2025-2030) & (M Units)
- Table 135. Europe Eye Makeup Sales Quantity by Application (2019-2024) & (M Units)
- Table 136. Europe Eye Makeup Sales Quantity by Application (2025-2030) & (M Units)
- Table 137. Europe Eye Makeup Sales Quantity by Country (2019-2024) & (M Units)
- Table 138. Europe Eye Makeup Sales Quantity by Country (2025-2030) & (M Units)
- Table 139. Europe Eye Makeup Consumption Value by Country (2019-2024) & (USD Million)
- Table 140. Europe Eye Makeup Consumption Value by Country (2025-2030) & (USD Million)
- Table 141. Asia-Pacific Eye Makeup Sales Quantity by Type (2019-2024) & (M Units)
- Table 142. Asia-Pacific Eye Makeup Sales Quantity by Type (2025-2030) & (M Units)
- Table 143. Asia-Pacific Eye Makeup Sales Quantity by Application (2019-2024) & (M Units)
- Table 144. Asia-Pacific Eye Makeup Sales Quantity by Application (2025-2030) & (M Units)
- Table 145. Asia-Pacific Eye Makeup Sales Quantity by Region (2019-2024) & (M Units)
- Table 146. Asia-Pacific Eye Makeup Sales Quantity by Region (2025-2030) & (M Units)
- Table 147. Asia-Pacific Eye Makeup Consumption Value by Region (2019-2024) & (USD Million)
- Table 148. Asia-Pacific Eye Makeup Consumption Value by Region (2025-2030) & (USD Million)
- Table 149. South America Eye Makeup Sales Quantity by Type (2019-2024) & (M Units)

Table 150. South America Eye Makeup Sales Quantity by Type (2025-2030) & (M Units)

Table 151. South America Eye Makeup Sales Quantity by Application (2019-2024) & (M Units)

Table 152. South America Eye Makeup Sales Quantity by Application (2025-2030) & (M Units)

Table 153. South America Eye Makeup Sales Quantity by Country (2019-2024) & (M Units)

Table 154. South America Eye Makeup Sales Quantity by Country (2025-2030) & (M Units)

Table 155. South America Eye Makeup Consumption Value by Country (2019-2024) & (USD Million)

Table 156. South America Eye Makeup Consumption Value by Country (2025-2030) & (USD Million)

Table 157. Middle East & Africa Eye Makeup Sales Quantity by Type (2019-2024) & (M Units)

Table 158. Middle East & Africa Eye Makeup Sales Quantity by Type (2025-2030) & (M Units)

Table 159. Middle East & Africa Eye Makeup Sales Quantity by Application (2019-2024) & (M Units)

Table 160. Middle East & Africa Eye Makeup Sales Quantity by Application (2025-2030) & (M Units)

Table 161. Middle East & Africa Eye Makeup Sales Quantity by Region (2019-2024) & (M Units)

Table 162. Middle East & Africa Eye Makeup Sales Quantity by Region (2025-2030) & (M Units)

Table 163. Middle East & Africa Eye Makeup Consumption Value by Region (2019-2024) & (USD Million)

Table 164. Middle East & Africa Eye Makeup Consumption Value by Region (2025-2030) & (USD Million)

Table 165. Eye Makeup Raw Material

Table 166. Key Manufacturers of Eye Makeup Raw Materials

Table 167. Eye Makeup Typical Distributors

Table 168. Eye Makeup Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Eye Makeup Picture

Figure 2. Global Eye Makeup Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Eye Makeup Consumption Value Market Share by Type in 2023

Figure 4. Eyeshadow Examples

Figure 5. Eyeliner Examples

Figure 6. False Lashes Examples

Figure 7. Others Examples

Figure 8. Global Eye Makeup Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 9. Global Eye Makeup Consumption Value Market Share by Application in 2023

Figure 10. Supermarket Examples

Figure 11. Specialty Retailers Examples

Figure 12. Online Examples

Figure 13. Others Examples

Figure 14. Global Eye Makeup Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 15. Global Eye Makeup Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 16. Global Eye Makeup Sales Quantity (2019-2030) & (M Units)

Figure 17. Global Eye Makeup Average Price (2019-2030) & (USD/Unit)

Figure 18. Global Eye Makeup Sales Quantity Market Share by Manufacturer in 2023

Figure 19. Global Eye Makeup Consumption Value Market Share by Manufacturer in 2023

Figure 20. Producer Shipments of Eye Makeup by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 21. Top 3 Eye Makeup Manufacturer (Consumption Value) Market Share in 2023

Figure 22. Top 6 Eye Makeup Manufacturer (Consumption Value) Market Share in 2023

Figure 23. Global Eye Makeup Sales Quantity Market Share by Region (2019-2030)

Figure 24. Global Eye Makeup Consumption Value Market Share by Region (2019-2030)

Figure 25. North America Eye Makeup Consumption Value (2019-2030) & (USD Million)

Figure 26. Europe Eye Makeup Consumption Value (2019-2030) & (USD Million)

Figure 27. Asia-Pacific Eye Makeup Consumption Value (2019-2030) & (USD Million)

Figure 28. South America Eye Makeup Consumption Value (2019-2030) & (USD Million)

Figure 29. Middle East & Africa Eye Makeup Consumption Value (2019-2030) & (USD Million)

Figure 30. Global Eye Makeup Sales Quantity Market Share by Type (2019-2030)

Figure 31. Global Eye Makeup Consumption Value Market Share by Type (2019-2030)

Figure 32. Global Eye Makeup Average Price by Type (2019-2030) & (USD/Unit)

Figure 33. Global Eye Makeup Sales Quantity Market Share by Application (2019-2030)

Figure 34. Global Eye Makeup Consumption Value Market Share by Application (2019-2030)

Figure 35. Global Eye Makeup Average Price by Application (2019-2030) & (USD/Unit)

Figure 36. North America Eye Makeup Sales Quantity Market Share by Type (2019-2030)

Figure 37. North America Eye Makeup Sales Quantity Market Share by Application (2019-2030)

Figure 38. North America Eye Makeup Sales Quantity Market Share by Country (2019-2030)

Figure 39. North America Eye Makeup Consumption Value Market Share by Country (2019-2030)

Figure 40. United States Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 41. Canada Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 42. Mexico Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 43. Europe Eye Makeup Sales Quantity Market Share by Type (2019-2030)

Figure 44. Europe Eye Makeup Sales Quantity Market Share by Application (2019-2030)

Figure 45. Europe Eye Makeup Sales Quantity Market Share by Country (2019-2030)

Figure 46. Europe Eye Makeup Consumption Value Market Share by Country (2019-2030)

Figure 47. Germany Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. France Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. United Kingdom Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 50. Russia Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 51. Italy Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 52. Asia-Pacific Eye Makeup Sales Quantity Market Share by Type (2019-2030)

Figure 53. Asia-Pacific Eye Makeup Sales Quantity Market Share by Application (2019-2030)

Figure 54. Asia-Pacific Eye Makeup Sales Quantity Market Share by Region (2019-2030)

Figure 55. Asia-Pacific Eye Makeup Consumption Value Market Share by Region (2019-2030)

Figure 56. China Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Japan Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Korea Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. India Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. Southeast Asia Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 61. Australia Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 62. South America Eye Makeup Sales Quantity Market Share by Type (2019-2030)

Figure 63. South America Eye Makeup Sales Quantity Market Share by Application (2019-2030)

Figure 64. South America Eye Makeup Sales Quantity Market Share by Country (2019-2030)

Figure 65. South America Eye Makeup Consumption Value Market Share by Country (2019-2030)

Figure 66. Brazil Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 67. Argentina Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 68. Middle East & Africa Eye Makeup Sales Quantity Market Share by Type (2019-2030)

Figure 69. Middle East & Africa Eye Makeup Sales Quantity Market Share by Application (2019-2030)

Figure 70. Middle East & Africa Eye Makeup Sales Quantity Market Share by Region (2019-2030)

Figure 71. Middle East & Africa Eye Makeup Consumption Value Market Share by Region (2019-2030)

Figure 72. Turkey Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. Egypt Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 74. Saudi Arabia Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 75. South Africa Eye Makeup Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 76. Eye Makeup Market Drivers

Figure 77. Eye Makeup Market Restraints

Figure 78. Eye Makeup Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Manufacturing Cost Structure Analysis of Eye Makeup in 2023

Figure 81. Manufacturing Process Analysis of Eye Makeup

Figure 82. Eye Makeup Industrial Chain

Figure 83. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 84. Direct Channel Pros & Cons

Figure 85. Indirect Channel Pros & Cons

Figure 86. Methodology

Figure 87. Research Process and Data Source

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