

Global Eye Shadow 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 Shadow market size was valued at USD 1234.7 million in 2023 and is forecast to a readjusted size of USD 1712.7 million by 2030 with a CAGR of 4.8% during review period.

Eye Shadow a cosmetic cream or powder in one of various colors that is applied to the eyelids to accent the eyes.

Changing lifestyle, increase in number of working women, along with rise in disposable income boost growth of the eyebrow pencils market. Furthermore, rise in demand of skincare and personal care products among younger and growing elderly female populations to enhance physical appearances as well as desire to look younger are the key factors that drive the market growth. Increase in preference of Eye Shadow as an essential tool in beauty kits is expected to drive growth of the market during the forecast period. In addition, owing to social media influence, young generation has become more inclined toward spending on new and premium products, leading to rise in the market growth. Innovative marketing strategies, such as new product launches with natural ingredients and appealing packaging also propel the market growth. Furthermore, using natural ingredients in products is a popular strategy used by manufacturers to attract more customers. Moreover, rise in awareness regarding the use of eyebrow makeup among women and growth in popularity of semi-permanent and permanent eyebrow makeup procedures propels demand for high quality eyebrow products.

The Global Info Research report includes an overview of the development of the Eye Shadow industry chain, the market status of Supermarkets and Hypermarkets (Liquid Eye Shadow, Eye Shadow Powder), Cosmetics and Skin Care Products Stores (Liquid

Eye Shadow, Eye Shadow Powder), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Eye Shadow.

Regionally, the report analyzes the Eye Shadow 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 Shadow market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Eye Shadow 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 Shadow 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., Liquid Eye Shadow, Eye Shadow Powder).

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 Shadow market.

Regional Analysis: The report involves examining the Eye Shadow 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 Shadow 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 Shadow:

Company Analysis: Report covers individual Eye Shadow 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 Shadow. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarkets and Hypermarkets, Cosmetics and Skin Care Products Stores).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Eye Shadow 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 Shadow 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

Liquid Eye Shadow

Eye Shadow Powder

Market segment by Application

Supermarkets and Hypermarkets

Cosmetics and Skin Care Products Stores

Online Retailers

Major players covered

L'Oreal

Estee Lauder

Procter & Gamble

LVMH

Coty

Avon

Shiseido

Amore Pacific

Missha

Chanel

Mary Kay

Alticor

PIAS

Natura

Revlon

Oriflame

Groupe Rocher

Kose Corp

Beiersdorf

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 Shadow product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Eye Shadow 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 Shadow 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 Shadow.

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

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