

Global Eyeliner Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G86CEEC468FCEN.html>

Date: January 2026

Pages: 168

Price: US\$ 4,480.00 (Single User License)

ID: G86CEEC468FCEN

Abstracts

The global Eyeliner market size is expected to reach \$ 4786 million by 2032, rising at a market growth of 2.1% CAGR during the forecast period (2026-2032).

Eyeliner is a cosmetic used to define the eyes. It is applied around the contours of the eye(s) to create a variety of aesthetic effects. The makeup is usually used by women and girls, sometimes for males for purpose like fashion.

Eyeliner is commonly used as a daily make up routine to define the eye or create the look of a wider or smaller eye. Eyeliner can be used as a tool to create various looks as well as highlighting different features of the eyes.

Europe is the largest Eyeliner market with about 37% market share. US is follower, accounting for about 17% market share.

The key players are L'Oreal Paris, EsteeLauder, P&G, LVMH, SHISEIDO, Dior, Amore, Chanel, Sisley, Jordana Cosmetics, Revlon, Jane Iredale, Kate, Almay, Physicians Formula, VOV, Marykay, Marie Dalgar, Carlsan, Flamingo, Bleunuit etc. Top 3 companies occupied about 49% market share.

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

This report is a detailed and comprehensive analysis of the world market for Eyeliner 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 Eyeliner that contribute to its increasing demand across

many markets.

Highlights and key features of the study

Global Eyeliner total production and demand, 2021-2032, (K Units)

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

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

Global Eyeliner consumption by region & country, CAGR, 2021-2032 & (K Units)

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

Global Eyeliner production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Eyeliner production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Eyeliner production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Eyeliner 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 Paris, EsteeLauder, P&G, LVMH, SHISEIDO, Dior, Amore, Chanel, Sisley, Jordana Cosmetics, 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 Eyeliner market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Eyeliner Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eyeliner Market, Segmentation by Type:

Liquid Eyeliner

Powder-based Eye Pencil

Wax-based Eye Pencils

Kohl Eyeliner

Gel Eye Liner

Global Eyeliner Market, Segmentation by Application:

Women

Males for Purpose Like Fashion

Girls

Companies Profiled:

L'Oreal Paris

EsteeLauder

P&G

LVMH

SHISEIDO

Dior

Amore

Chanel

Sisley

Jordana Cosmetics

Revlon

Jane Iredale

Kate

Almay

Physicians Formula

VOV

Marykay

Marie Dalgar

Carslan

Flamingo

Bleunuit

Key Questions Answered:

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

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