

Global Eyeliners 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 Eyeliners market size was valued at USD 3880.1 million in 2023 and is forecast to a readjusted size of USD 4489.3 million by 2030 with a CAGR of 2.1% during review period.

Eyeliners are cosmetics 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.

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

Europe is the largest Eyeliners 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.

The Global Info Research report includes an overview of the development of the Eyeliners industry chain, the market status of Women (Liquid Eyeliners, Powder-based Eye Pencil), Males for Purpose Like Fashion (Liquid Eyeliners, Powder-based Eye Pencil), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Eyeliners.

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

Key Features:

The report presents comprehensive understanding of the Eyeliners 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 Eyeliners 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 (K Units), revenue generated, and market share of different by Type (e.g., Liquid Eyeliner, Powder-based Eye Pencil).

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 Eyeliners market.

Regional Analysis: The report involves examining the Eyeliners 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 Eyeliners market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Eyeliners:

Company Analysis: Report covers individual Eyeliners 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 Eyeliners. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Women, Males for Purpose Like Fashion).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Eyeliners 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

Eyeliners 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 Eyeliner

Powder-based Eye Pencil

Wax-based Eye Pencils

Kohl Eyeliner

Gel Eyeiner

Market segment by Application

Women

Males for Purpose Like Fashion

Girls

Major players covered

L'OREAL

Estee lauder

Procter & Gamble

LVMH

Shiseido

Christian Dior S.A.

Amorepacific Group

CHANEL

Jordana Cosmetics

Revlon

SISLEY

Jane Iredale

KATE

Almay

Phydicians Formula

VOV

Marykay

Marie Dalgat

Carslan

Flamingo

Bleunuit

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

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

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

Chapter 4, the Eyeliners 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 Eyeliners 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 Eyeliners.

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

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