

Global Eyeliner Pencil, Liquid and Gel Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Eyeliner Pencil, Liquid and Gel market size was valued at US\$ 4054 million in 2024 and is forecast to a readjusted size of USD 4775 million by 2031 with a CAGR of 2.4% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Eyeliner comes in three popular forms—pencil, liquid, and gel—each offering unique benefits for different makeup styles and preferences. Eyeliner pencils are easy to use, ideal for beginners, and great for creating soft, natural lines or smoky eye effects. Liquid eyeliners feature precise brush or felt tips, perfect for sharp, defined lines and dramatic cat-eye looks. Gel eyeliners, typically packaged in small pots and applied with a brush, provide the bold intensity of liquid with the blendability of pencil, making them versatile for both crisp lines and smudged finishes. Together, these eyeliner types offer a wide range of options to define and enhance the eyes with various textures, finishes, and lasting power.

This report is a detailed and comprehensive analysis for global Eyeliner Pencil, Liquid and Gel market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Eyeliner Pencil, Liquid and Gel market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Eyeliner Pencil, Liquid and Gel market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Eyeliner Pencil, Liquid and Gel market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Eyeliner Pencil, Liquid and Gel market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Eyeliner Pencil, Liquid and Gel

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Eyeliner Pencil, Liquid and Gel market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Eyeliner Pencil, Liquid and Gel market is split by Type and by Sales Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Eyeliners Pencil

Eyeliners Liquid

Eyeliners Gel

Market segment by Sales Channel

Online Sales

Offline Sales

Major players covered

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

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 Eyeliner Pencil, Liquid and Gel product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Eyeliner Pencil, Liquid and Gel, with price, sales quantity, revenue, and global market share of Eyeliner Pencil, Liquid and Gel from 2020 to 2025.

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

Chapter 4, the Eyeliner Pencil, Liquid and Gel breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2020 to 2031.

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 2020 to 2025. and Eyeliner Pencil, Liquid and Gel market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2026 to 2031.

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 Eyeliner Pencil, Liquid and Gel.

Chapter 14 and 15, to describe Eyeliner Pencil, Liquid and Gel sales channel, distributors, customers, research findings and conclusion.

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