

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

Highlighter is a type of cosmetic product that reflects light. Often used for contouring, it can applied to the face or other parts of the body to brighten the skin on a given area, create the perception of depth and angles.

The total size of the global beauty industry in 2022 was about US\$ 427 billion, with the sales of skin care products was about US\$ 190 billion, perfumes US\$ 70 billion, color cosmetics US\$ 80 billion, hair care products US\$ 90 billion. Head beauty and personal care companies are concentrated in Europe and the United States. More than one-third of the top 100 companies are headquartered in the United States, and 22.9% of the companies are located in France.

The Global Info Research report includes an overview of the development of the Highlighters industry chain, the market status of Face (Pressed Powder, Powder), Body (Pressed Powder, Powder), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Highlighters.

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

Key Features:

The report presents comprehensive understanding of the Highlighters 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 Highlighters 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 (Units), revenue generated, and market share of different by Type (e.g., Pressed Powder, 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 Highlighters market.

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

The report also involves a more granular approach to Highlighters:

Company Analysis: Report covers individual Highlighters 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 Highlighters This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Face, Body).

Technology Analysis: Report covers specific technologies relevant to Highlighters. It

assesses the current state, advancements, and potential future developments in Highlighters areas.

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

Highlighters 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

Pressed Powder

Powder

Cream/Liquid

Pen/Stick

Others

Market segment by Application

Face

Body

Major players covered

Nars

Smashbox

Sephora

Too Faced

Temptu

Mirabella

Jane Iredale

Make Up For Ever

Josie Maran

Laura Mercier

The Balm

Stila

Benefit

BareMinerals

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

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

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

Chapter 4, the Highlighters 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 Highlighters 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 Highlighters.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of Highlighters

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Highlighters Consumption Value by Type: 2019 Versus 2023 Versus 2030

1.3.2 Pressed Powder

1.3.3 Powder

1.3.4 Cream/Liquid

1.3.5 Pen/Stick

1.3.6 Others

1.4 Market Analysis by Application

1.4.1 Overview: Global Highlighters Consumption Value by Application: 2019 Versus 2023 Versus 2030

1.4.2 Face

1.4.3 Body

1.5 Global Highlighters Market Size & Forecast

1.5.1 Global Highlighters Consumption Value (2019 & 2023 & 2030)

1.5.2 Global Highlighters Sales Quantity (2019-2030)

1.5.3 Global Highlighters Average Price (2019-2030)

2 MANUFACTURERS PROFILES

2.1 Nars

2.1.1 Nars Details

2.1.2 Nars Major Business

2.1.3 Nars Highlighters Product and Services

2.1.4 Nars Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.1.5 Nars Recent Developments/Updates

2.2 Smashbox

2.2.1 Smashbox Details

2.2.2 Smashbox Major Business

2.2.3 Smashbox Highlighters Product and Services

2.2.4 Smashbox Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.2.5 Smashbox Recent Developments/Updates
- 2.3 Sephora
 - 2.3.1 Sephora Details
 - 2.3.2 Sephora Major Business
 - 2.3.3 Sephora Highlighters Product and Services
 - 2.3.4 Sephora Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.3.5 Sephora Recent Developments/Updates
- 2.4 Too Faced
 - 2.4.1 Too Faced Details
 - 2.4.2 Too Faced Major Business
 - 2.4.3 Too Faced Highlighters Product and Services
 - 2.4.4 Too Faced Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 Too Faced Recent Developments/Updates
- 2.5 Temptu
 - 2.5.1 Temptu Details
 - 2.5.2 Temptu Major Business
 - 2.5.3 Temptu Highlighters Product and Services
 - 2.5.4 Temptu Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Temptu Recent Developments/Updates
- 2.6 Mirabella
 - 2.6.1 Mirabella Details
 - 2.6.2 Mirabella Major Business
 - 2.6.3 Mirabella Highlighters Product and Services
 - 2.6.4 Mirabella Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Mirabella Recent Developments/Updates
- 2.7 Jane Iredale
 - 2.7.1 Jane Iredale Details
 - 2.7.2 Jane Iredale Major Business
 - 2.7.3 Jane Iredale Highlighters Product and Services
 - 2.7.4 Jane Iredale Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.7.5 Jane Iredale Recent Developments/Updates
- 2.8 Make Up For Ever
 - 2.8.1 Make Up For Ever Details
 - 2.8.2 Make Up For Ever Major Business

- 2.8.3 Make Up For Ever Highlighters Product and Services
- 2.8.4 Make Up For Ever Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.8.5 Make Up For Ever Recent Developments/Updates
- 2.9 Josie Maran
 - 2.9.1 Josie Maran Details
 - 2.9.2 Josie Maran Major Business
 - 2.9.3 Josie Maran Highlighters Product and Services
 - 2.9.4 Josie Maran Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Josie Maran Recent Developments/Updates
- 2.10 Laura Mercier
 - 2.10.1 Laura Mercier Details
 - 2.10.2 Laura Mercier Major Business
 - 2.10.3 Laura Mercier Highlighters Product and Services
 - 2.10.4 Laura Mercier Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Laura Mercier Recent Developments/Updates
- 2.11 The Balm
 - 2.11.1 The Balm Details
 - 2.11.2 The Balm Major Business
 - 2.11.3 The Balm Highlighters Product and Services
 - 2.11.4 The Balm Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 The Balm Recent Developments/Updates
- 2.12 Stila
 - 2.12.1 Stila Details
 - 2.12.2 Stila Major Business
 - 2.12.3 Stila Highlighters Product and Services
 - 2.12.4 Stila Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 Stila Recent Developments/Updates
- 2.13 Benefit
 - 2.13.1 Benefit Details
 - 2.13.2 Benefit Major Business
 - 2.13.3 Benefit Highlighters Product and Services
 - 2.13.4 Benefit Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.13.5 Benefit Recent Developments/Updates

2.14 BareMinerals

2.14.1 BareMinerals Details

2.14.2 BareMinerals Major Business

2.14.3 BareMinerals Highlighters Product and Services

2.14.4 BareMinerals Highlighters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.14.5 BareMinerals Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: HIGHLIGHTERS BY MANUFACTURER

3.1 Global Highlighters Sales Quantity by Manufacturer (2019-2024)

3.2 Global Highlighters Revenue by Manufacturer (2019-2024)

3.3 Global Highlighters Average Price by Manufacturer (2019-2024)

3.4 Market Share Analysis (2023)

3.4.1 Producer Shipments of Highlighters by Manufacturer Revenue (\$MM) and Market Share (%): 2023

3.4.2 Top 3 Highlighters Manufacturer Market Share in 2023

3.4.2 Top 6 Highlighters Manufacturer Market Share in 2023

3.5 Highlighters Market: Overall Company Footprint Analysis

3.5.1 Highlighters Market: Region Footprint

3.5.2 Highlighters Market: Company Product Type Footprint

3.5.3 Highlighters 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 Highlighters Market Size by Region

4.1.1 Global Highlighters Sales Quantity by Region (2019-2030)

4.1.2 Global Highlighters Consumption Value by Region (2019-2030)

4.1.3 Global Highlighters Average Price by Region (2019-2030)

4.2 North America Highlighters Consumption Value (2019-2030)

4.3 Europe Highlighters Consumption Value (2019-2030)

4.4 Asia-Pacific Highlighters Consumption Value (2019-2030)

4.5 South America Highlighters Consumption Value (2019-2030)

4.6 Middle East and Africa Highlighters Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

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

6 MARKET SEGMENT BY APPLICATION

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

7 NORTH AMERICA

- 7.1 North America Highlighters Sales Quantity by Type (2019-2030)
- 7.2 North America Highlighters Sales Quantity by Application (2019-2030)
- 7.3 North America Highlighters Market Size by Country
 - 7.3.1 North America Highlighters Sales Quantity by Country (2019-2030)
 - 7.3.2 North America Highlighters 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 Highlighters Sales Quantity by Type (2019-2030)
- 8.2 Europe Highlighters Sales Quantity by Application (2019-2030)
- 8.3 Europe Highlighters Market Size by Country
 - 8.3.1 Europe Highlighters Sales Quantity by Country (2019-2030)
 - 8.3.2 Europe Highlighters 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 Highlighters Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Highlighters Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Highlighters Market Size by Region

- 9.3.1 Asia-Pacific Highlighters Sales Quantity by Region (2019-2030)
- 9.3.2 Asia-Pacific Highlighters 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 Highlighters Sales Quantity by Type (2019-2030)
- 10.2 South America Highlighters Sales Quantity by Application (2019-2030)
- 10.3 South America Highlighters Market Size by Country
 - 10.3.1 South America Highlighters Sales Quantity by Country (2019-2030)
 - 10.3.2 South America Highlighters 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 Highlighters Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Highlighters Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Highlighters Market Size by Country
 - 11.3.1 Middle East & Africa Highlighters Sales Quantity by Country (2019-2030)
 - 11.3.2 Middle East & Africa Highlighters 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 Highlighters Market Drivers
- 12.2 Highlighters Market Restraints
- 12.3 Highlighters 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 Highlighters and Key Manufacturers

13.2 Manufacturing Costs Percentage of Highlighters

13.3 Highlighters Production Process

13.4 Highlighters Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Highlighters Typical Distributors

14.3 Highlighters 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 Highlighters Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

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

Table 3. Nars Basic Information, Manufacturing Base and Competitors

Table 4. Nars Major Business

Table 5. Nars Highlighters Product and Services

Table 6. Nars Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Nars Recent Developments/Updates

Table 8. Smashbox Basic Information, Manufacturing Base and Competitors

Table 9. Smashbox Major Business

Table 10. Smashbox Highlighters Product and Services

Table 11. Smashbox Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Smashbox Recent Developments/Updates

Table 13. Sephora Basic Information, Manufacturing Base and Competitors

Table 14. Sephora Major Business

Table 15. Sephora Highlighters Product and Services

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

Table 17. Sephora Recent Developments/Updates

Table 18. Too Faced Basic Information, Manufacturing Base and Competitors

Table 19. Too Faced Major Business

Table 20. Too Faced Highlighters Product and Services

Table 21. Too Faced Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Too Faced Recent Developments/Updates

Table 23. Temptu Basic Information, Manufacturing Base and Competitors

Table 24. Temptu Major Business

Table 25. Temptu Highlighters Product and Services

Table 26. Temptu Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Temptu Recent Developments/Updates

Table 28. Mirabella Basic Information, Manufacturing Base and Competitors

Table 29. Mirabella Major Business

Table 30. Mirabella Highlighters Product and Services

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

Table 32. Mirabella Recent Developments/Updates

Table 33. Jane Iredale Basic Information, Manufacturing Base and Competitors

Table 34. Jane Iredale Major Business

Table 35. Jane Iredale Highlighters Product and Services

Table 36. Jane Iredale Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. Jane Iredale Recent Developments/Updates

Table 38. Make Up For Ever Basic Information, Manufacturing Base and Competitors

Table 39. Make Up For Ever Major Business

Table 40. Make Up For Ever Highlighters Product and Services

Table 41. Make Up For Ever Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. Make Up For Ever Recent Developments/Updates

Table 43. Josie Maran Basic Information, Manufacturing Base and Competitors

Table 44. Josie Maran Major Business

Table 45. Josie Maran Highlighters Product and Services

Table 46. Josie Maran Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 47. Josie Maran Recent Developments/Updates

Table 48. Laura Mercier Basic Information, Manufacturing Base and Competitors

Table 49. Laura Mercier Major Business

Table 50. Laura Mercier Highlighters Product and Services

Table 51. Laura Mercier Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 52. Laura Mercier Recent Developments/Updates

Table 53. The Balm Basic Information, Manufacturing Base and Competitors

Table 54. The Balm Major Business

Table 55. The Balm Highlighters Product and Services

Table 56. The Balm Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 57. The Balm Recent Developments/Updates

Table 58. Stila Basic Information, Manufacturing Base and Competitors

Table 59. Stila Major Business

Table 60. Stila Highlighters Product and Services

Table 61. Stila Highlighters Sales Quantity (Units), Average Price (USD/Unit), Revenue

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

Table 62. Stila Recent Developments/Updates

Table 63. Benefit Basic Information, Manufacturing Base and Competitors

Table 64. Benefit Major Business

Table 65. Benefit Highlighters Product and Services

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

Table 67. Benefit Recent Developments/Updates

Table 68. BareMinerals Basic Information, Manufacturing Base and Competitors

Table 69. BareMinerals Major Business

Table 70. BareMinerals Highlighters Product and Services

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

Table 72. BareMinerals Recent Developments/Updates

Table 73. Global Highlighters Sales Quantity by Manufacturer (2019-2024) & (Units)

Table 74. Global Highlighters Revenue by Manufacturer (2019-2024) & (USD Million)

Table 75. Global Highlighters Average Price by Manufacturer (2019-2024) & (USD/Unit)

Table 76. Market Position of Manufacturers in Highlighters, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 77. Head Office and Highlighters Production Site of Key Manufacturer

Table 78. Highlighters Market: Company Product Type Footprint

Table 79. Highlighters Market: Company Product Application Footprint

Table 80. Highlighters New Market Entrants and Barriers to Market Entry

Table 81. Highlighters Mergers, Acquisition, Agreements, and Collaborations

Table 82. Global Highlighters Sales Quantity by Region (2019-2024) & (Units)

Table 83. Global Highlighters Sales Quantity by Region (2025-2030) & (Units)

Table 84. Global Highlighters Consumption Value by Region (2019-2024) & (USD Million)

Table 85. Global Highlighters Consumption Value by Region (2025-2030) & (USD Million)

Table 86. Global Highlighters Average Price by Region (2019-2024) & (USD/Unit)

Table 87. Global Highlighters Average Price by Region (2025-2030) & (USD/Unit)

Table 88. Global Highlighters Sales Quantity by Type (2019-2024) & (Units)

Table 89. Global Highlighters Sales Quantity by Type (2025-2030) & (Units)

Table 90. Global Highlighters Consumption Value by Type (2019-2024) & (USD Million)

Table 91. Global Highlighters Consumption Value by Type (2025-2030) & (USD Million)

Table 92. Global Highlighters Average Price by Type (2019-2024) & (USD/Unit)

Table 93. Global Highlighters Average Price by Type (2025-2030) & (USD/Unit)

Table 94. Global Highlighters Sales Quantity by Application (2019-2024) & (Units)

Table 95. Global Highlighters Sales Quantity by Application (2025-2030) & (Units)

Table 96. Global Highlighters Consumption Value by Application (2019-2024) & (USD Million)

Table 97. Global Highlighters Consumption Value by Application (2025-2030) & (USD Million)

Table 98. Global Highlighters Average Price by Application (2019-2024) & (USD/Unit)

Table 99. Global Highlighters Average Price by Application (2025-2030) & (USD/Unit)

Table 100. North America Highlighters Sales Quantity by Type (2019-2024) & (Units)

Table 101. North America Highlighters Sales Quantity by Type (2025-2030) & (Units)

Table 102. North America Highlighters Sales Quantity by Application (2019-2024) & (Units)

Table 103. North America Highlighters Sales Quantity by Application (2025-2030) & (Units)

Table 104. North America Highlighters Sales Quantity by Country (2019-2024) & (Units)

Table 105. North America Highlighters Sales Quantity by Country (2025-2030) & (Units)

Table 106. North America Highlighters Consumption Value by Country (2019-2024) & (USD Million)

Table 107. North America Highlighters Consumption Value by Country (2025-2030) & (USD Million)

Table 108. Europe Highlighters Sales Quantity by Type (2019-2024) & (Units)

Table 109. Europe Highlighters Sales Quantity by Type (2025-2030) & (Units)

Table 110. Europe Highlighters Sales Quantity by Application (2019-2024) & (Units)

Table 111. Europe Highlighters Sales Quantity by Application (2025-2030) & (Units)

Table 112. Europe Highlighters Sales Quantity by Country (2019-2024) & (Units)

Table 113. Europe Highlighters Sales Quantity by Country (2025-2030) & (Units)

Table 114. Europe Highlighters Consumption Value by Country (2019-2024) & (USD Million)

Table 115. Europe Highlighters Consumption Value by Country (2025-2030) & (USD Million)

Table 116. Asia-Pacific Highlighters Sales Quantity by Type (2019-2024) & (Units)

Table 117. Asia-Pacific Highlighters Sales Quantity by Type (2025-2030) & (Units)

Table 118. Asia-Pacific Highlighters Sales Quantity by Application (2019-2024) & (Units)

Table 119. Asia-Pacific Highlighters Sales Quantity by Application (2025-2030) & (Units)

Table 120. Asia-Pacific Highlighters Sales Quantity by Region (2019-2024) & (Units)

Table 121. Asia-Pacific Highlighters Sales Quantity by Region (2025-2030) & (Units)

Table 122. Asia-Pacific Highlighters Consumption Value by Region (2019-2024) & (USD Million)

Table 123. Asia-Pacific Highlighters Consumption Value by Region (2025-2030) & (USD Million)

Table 124. South America Highlighters Sales Quantity by Type (2019-2024) & (Units)

Table 125. South America Highlighters Sales Quantity by Type (2025-2030) & (Units)

Table 126. South America Highlighters Sales Quantity by Application (2019-2024) & (Units)

Table 127. South America Highlighters Sales Quantity by Application (2025-2030) & (Units)

Table 128. South America Highlighters Sales Quantity by Country (2019-2024) & (Units)

Table 129. South America Highlighters Sales Quantity by Country (2025-2030) & (Units)

Table 130. South America Highlighters Consumption Value by Country (2019-2024) & (USD Million)

Table 131. South America Highlighters Consumption Value by Country (2025-2030) & (USD Million)

Table 132. Middle East & Africa Highlighters Sales Quantity by Type (2019-2024) & (Units)

Table 133. Middle East & Africa Highlighters Sales Quantity by Type (2025-2030) & (Units)

Table 134. Middle East & Africa Highlighters Sales Quantity by Application (2019-2024) & (Units)

Table 135. Middle East & Africa Highlighters Sales Quantity by Application (2025-2030) & (Units)

Table 136. Middle East & Africa Highlighters Sales Quantity by Region (2019-2024) & (Units)

Table 137. Middle East & Africa Highlighters Sales Quantity by Region (2025-2030) & (Units)

Table 138. Middle East & Africa Highlighters Consumption Value by Region (2019-2024) & (USD Million)

Table 139. Middle East & Africa Highlighters Consumption Value by Region (2025-2030) & (USD Million)

Table 140. Highlighters Raw Material

Table 141. Key Manufacturers of Highlighters Raw Materials

Table 142. Highlighters Typical Distributors

Table 143. Highlighters Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Highlighters Picture

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

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

Figure 4. Pressed Powder Examples

Figure 5. Powder Examples

Figure 6. Cream/Liquid Examples

Figure 7. Pen/Stick Examples

Figure 8. Others Examples

Figure 9. Global Highlighters Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 10. Global Highlighters Consumption Value Market Share by Application in 2023

Figure 11. Face Examples

Figure 12. Body Examples

Figure 13. Global Highlighters Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 14. Global Highlighters Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 15. Global Highlighters Sales Quantity (2019-2030) & (Units)

Figure 16. Global Highlighters Average Price (2019-2030) & (USD/Unit)

Figure 17. Global Highlighters Sales Quantity Market Share by Manufacturer in 2023

Figure 18. Global Highlighters Consumption Value Market Share by Manufacturer in 2023

Figure 19. Producer Shipments of Highlighters by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 20. Top 3 Highlighters Manufacturer (Consumption Value) Market Share in 2023

Figure 21. Top 6 Highlighters Manufacturer (Consumption Value) Market Share in 2023

Figure 22. Global Highlighters Sales Quantity Market Share by Region (2019-2030)

Figure 23. Global Highlighters Consumption Value Market Share by Region (2019-2030)

Figure 24. North America Highlighters Consumption Value (2019-2030) & (USD Million)

Figure 25. Europe Highlighters Consumption Value (2019-2030) & (USD Million)

Figure 26. Asia-Pacific Highlighters Consumption Value (2019-2030) & (USD Million)

Figure 27. South America Highlighters Consumption Value (2019-2030) & (USD Million)

Figure 28. Middle East & Africa Highlighters Consumption Value (2019-2030) & (USD Million)

- Figure 29. Global Highlighters Sales Quantity Market Share by Type (2019-2030)
- Figure 30. Global Highlighters Consumption Value Market Share by Type (2019-2030)
- Figure 31. Global Highlighters Average Price by Type (2019-2030) & (USD/Unit)
- Figure 32. Global Highlighters Sales Quantity Market Share by Application (2019-2030)
- Figure 33. Global Highlighters Consumption Value Market Share by Application (2019-2030)
- Figure 34. Global Highlighters Average Price by Application (2019-2030) & (USD/Unit)
- Figure 35. North America Highlighters Sales Quantity Market Share by Type (2019-2030)
- Figure 36. North America Highlighters Sales Quantity Market Share by Application (2019-2030)
- Figure 37. North America Highlighters Sales Quantity Market Share by Country (2019-2030)
- Figure 38. North America Highlighters Consumption Value Market Share by Country (2019-2030)
- Figure 39. United States Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 40. Canada Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 41. Mexico Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 42. Europe Highlighters Sales Quantity Market Share by Type (2019-2030)
- Figure 43. Europe Highlighters Sales Quantity Market Share by Application (2019-2030)
- Figure 44. Europe Highlighters Sales Quantity Market Share by Country (2019-2030)
- Figure 45. Europe Highlighters Consumption Value Market Share by Country (2019-2030)
- Figure 46. Germany Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 47. France Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 48. United Kingdom Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 49. Russia Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 50. Italy Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 51. Asia-Pacific Highlighters Sales Quantity Market Share by Type (2019-2030)
- Figure 52. Asia-Pacific Highlighters Sales Quantity Market Share by Application (2019-2030)

Figure 53. Asia-Pacific Highlighters Sales Quantity Market Share by Region (2019-2030)

Figure 54. Asia-Pacific Highlighters Consumption Value Market Share by Region (2019-2030)

Figure 55. China Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. Japan Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Korea Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. India Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. Southeast Asia Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. Australia Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 61. South America Highlighters Sales Quantity Market Share by Type (2019-2030)

Figure 62. South America Highlighters Sales Quantity Market Share by Application (2019-2030)

Figure 63. South America Highlighters Sales Quantity Market Share by Country (2019-2030)

Figure 64. South America Highlighters Consumption Value Market Share by Country (2019-2030)

Figure 65. Brazil Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 66. Argentina Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 67. Middle East & Africa Highlighters Sales Quantity Market Share by Type (2019-2030)

Figure 68. Middle East & Africa Highlighters Sales Quantity Market Share by Application (2019-2030)

Figure 69. Middle East & Africa Highlighters Sales Quantity Market Share by Region (2019-2030)

Figure 70. Middle East & Africa Highlighters Consumption Value Market Share by Region (2019-2030)

Figure 71. Turkey Highlighters Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. Egypt Highlighters Consumption Value and Growth Rate (2019-2030) &

(USD Million)

Figure 73. Saudi Arabia Highlighters Consumption Value and Growth Rate (2019-2030)
& (USD Million)

Figure 74. South Africa Highlighters Consumption Value and Growth Rate (2019-2030)
& (USD Million)

Figure 75. Highlighters Market Drivers

Figure 76. Highlighters Market Restraints

Figure 77. Highlighters Market Trends

Figure 78. Porters Five Forces Analysis

Figure 79. Manufacturing Cost Structure Analysis of Highlighters in 2023

Figure 80. Manufacturing Process Analysis of Highlighters

Figure 81. Highlighters Industrial Chain

Figure 82. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 83. Direct Channel Pros & Cons

Figure 84. Indirect Channel Pros & Cons

Figure 85. Methodology

Figure 86. Research Process and Data Source

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