

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

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Abstracts

The global Mascara market size is expected to reach \$ 7761 million by 2032, rising at a market growth of 2.6% CAGR during the forecast period (2026-2032).

Mascara is a cosmetic commonly used to enhance the eyes. It may darken, thicken, lengthen, and/or define the eyelashes. Normally in one of three forms—liquid, cake, or cream—the modern mascara product has various formulas; however, most contain the same basic components of pigments, oils, waxes, and preservatives.

Geographically, Europe was the largest market in the world, which took about 32 percent of the global consumption volume in 2015. The APAC rank as No.2 by shared 28% of global total consumption volume, North America shared 27% and Latin America shared 8%.

As to companies, L'Oreal was largest company in production, which counted 22% of global total sales revenue. Besides, Estee Lauder, Procter & Gamble, LVMH, Coty, Avon, Shiseido, Amore Pacific and Missha are also the key players of this industry. As to the production, enterprises in United States are taking the largest market share worldwide by large production scale and revenue.

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

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

many markets.

Highlights and key features of the study

Global Mascara total production and demand, 2021-2032, (M Units)

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

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

Global Mascara consumption by region & country, CAGR, 2021-2032 & (M Units)

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

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

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

Global Mascara production by Age, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Mascara 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, Estee Lauder, Procter & Gamble, LVMH, Coty, Avon, Shiseido, Amore Pacific, Missha, Chanel, 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 Mascara market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (USD/Units) by manufacturer, by Type, and by Age. 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 Mascara Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Mascara Market, Segmentation by Type:

Regular

Waterproof

Water Resistant

Global Mascara Market, Segmentation by Age:

Age 12-17

Age 18-24

Age 25-44

Age 45-64

Other

Companies Profiled:

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

DHC

Thefaceshop

Gurwitch

Pola Orbis

Marie Dalgar

Elizabeth Arden

Key Questions Answered:

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

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