

Global Mascara 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 Mascara market size was valued at USD 6001.6 million in 2023 and is forecast to a readjusted size of USD 7174.9 million by 2030 with a CAGR of 2.6% during review period.

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.

The Global Info Research report includes an overview of the development of the Mascara industry chain, the market status of Age 12-17 (Regular, Waterproof), Age 18-24 (Regular, Waterproof), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Mascara.

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

Key Features:

The report presents comprehensive understanding of the Mascara 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 Mascara 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 (M Units), revenue generated, and market share of different by Type (e.g., Regular, Waterproof).

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 Mascara market.

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

The report also involves a more granular approach to Mascara:

Company Analysis: Report covers individual Mascara 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 Mascara. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Age (Age 12-17, Age 18-24).

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

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

Mascara market is split by Type and by Age. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Age in terms of volume and value.

Market segment by Type

Regular

Waterproof

Water Resistant

Market segment by Age

Age 12-17

Age 18-24

Age 25-44

Age 45-64

Other

Major players covered

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

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

Chapter 2, to profile the top manufacturers of Mascara, with price, sales, revenue and

global market share of Mascara from 2019 to 2024.

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

Chapter 4, the Mascara 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 age, with sales market share and growth rate by type, age, 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 Mascara market forecast, by regions, type and age, 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 Mascara.

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

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