

# Global Mascara Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/G7294DE5791EEN.html>

Date: June 2025

Pages: 163

Price: US\$ 3,480.00 (Single User License)

ID: G7294DE5791EEN

## Abstracts

According to our (Global Info Research) latest study, the global Mascara market size was valued at US\$ 6327 million in 2024 and is forecast to a readjusted size of USD 7577 million by 2031 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.

This report is a detailed and comprehensive analysis for global Mascara market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Age. 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 Mascara market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/Units), 2020-2031

Global Mascara market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/Units), 2020-2031

Global Mascara market size and forecasts, by Type and by Age, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/Units), 2020-2031

Global Mascara market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (USD/Units), 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 Mascara

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 Mascara 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, 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.

#### Market Segmentation

Mascara market is split by Type and by Age. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value

by Type, and by Age in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

#### 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 quantity, revenue, and global market share of Mascara from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Age, with sales market share and growth rate by Type, by Age, 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 Mascara market forecast, by regions, by Type, and by Age, 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 Mascara.

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

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Mascara Consumption Value by Type: 2020 Versus 2024 Versus 2031
  - 1.3.2 Regular
  - 1.3.3 Waterproof
  - 1.3.4 Water Resistant
- 1.4 Market Analysis by Age
  - 1.4.1 Overview: Global Mascara Consumption Value by Age: 2020 Versus 2024 Versus 2031
  - 1.4.2 Age 12-17
  - 1.4.3 Age 18-24
  - 1.4.4 Age 25-44
  - 1.4.5 Age 45-64
  - 1.4.6 Other
- 1.5 Global Mascara Market Size & Forecast
  - 1.5.1 Global Mascara Consumption Value (2020 & 2024 & 2031)
  - 1.5.2 Global Mascara Sales Quantity (2020-2031)
  - 1.5.3 Global Mascara Average Price (2020-2031)

### 2 MANUFACTURERS PROFILES

- 2.1 L'Oreal
  - 2.1.1 L'Oreal Details
  - 2.1.2 L'Oreal Major Business
  - 2.1.3 L'Oreal Mascara Product and Services
  - 2.1.4 L'Oreal Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.1.5 L'Oreal Recent Developments/Updates
- 2.2 Estee Lauder
  - 2.2.1 Estee Lauder Details
  - 2.2.2 Estee Lauder Major Business
  - 2.2.3 Estee Lauder Mascara Product and Services
  - 2.2.4 Estee Lauder Mascara Sales Quantity, Average Price, Revenue, Gross Margin

and Market Share (2020-2025)

2.2.5 Estee Lauder Recent Developments/Updates

2.3 Procter & Gamble

2.3.1 Procter & Gamble Details

2.3.2 Procter & Gamble Major Business

2.3.3 Procter & Gamble Mascara Product and Services

2.3.4 Procter & Gamble Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Procter & Gamble Recent Developments/Updates

2.4 LVMH

2.4.1 LVMH Details

2.4.2 LVMH Major Business

2.4.3 LVMH Mascara Product and Services

2.4.4 LVMH Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 LVMH Recent Developments/Updates

2.5 Coty

2.5.1 Coty Details

2.5.2 Coty Major Business

2.5.3 Coty Mascara Product and Services

2.5.4 Coty Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 Coty Recent Developments/Updates

2.6 Avon

2.6.1 Avon Details

2.6.2 Avon Major Business

2.6.3 Avon Mascara Product and Services

2.6.4 Avon Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Avon Recent Developments/Updates

2.7 Shiseido

2.7.1 Shiseido Details

2.7.2 Shiseido Major Business

2.7.3 Shiseido Mascara Product and Services

2.7.4 Shiseido Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Shiseido Recent Developments/Updates

2.8 Amore Pacific

2.8.1 Amore Pacific Details



- 2.8.2 Amore Pacific Major Business
- 2.8.3 Amore Pacific Mascara Product and Services
- 2.8.4 Amore Pacific Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.8.5 Amore Pacific Recent Developments/Updates
- 2.9 Missha
  - 2.9.1 Missha Details
  - 2.9.2 Missha Major Business
  - 2.9.3 Missha Mascara Product and Services
  - 2.9.4 Missha Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.9.5 Missha Recent Developments/Updates
- 2.10 Chanel
  - 2.10.1 Chanel Details
  - 2.10.2 Chanel Major Business
  - 2.10.3 Chanel Mascara Product and Services
  - 2.10.4 Chanel Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.10.5 Chanel Recent Developments/Updates
- 2.11 Mary Kay
  - 2.11.1 Mary Kay Details
  - 2.11.2 Mary Kay Major Business
  - 2.11.3 Mary Kay Mascara Product and Services
  - 2.11.4 Mary Kay Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.11.5 Mary Kay Recent Developments/Updates
- 2.12 Alticor
  - 2.12.1 Alticor Details
  - 2.12.2 Alticor Major Business
  - 2.12.3 Alticor Mascara Product and Services
  - 2.12.4 Alticor Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.12.5 Alticor Recent Developments/Updates
- 2.13 PIAS
  - 2.13.1 PIAS Details
  - 2.13.2 PIAS Major Business
  - 2.13.3 PIAS Mascara Product and Services
  - 2.13.4 PIAS Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

#### 2.13.5 PIAS Recent Developments/Updates

### 2.14 Natura

#### 2.14.1 Natura Details

#### 2.14.2 Natura Major Business

#### 2.14.3 Natura Mascara Product and Services

#### 2.14.4 Natura Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

#### 2.14.5 Natura Recent Developments/Updates

### 2.15 Revlon

#### 2.15.1 Revlon Details

#### 2.15.2 Revlon Major Business

#### 2.15.3 Revlon Mascara Product and Services

#### 2.15.4 Revlon Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

#### 2.15.5 Revlon Recent Developments/Updates

### 2.16 Oriflame

#### 2.16.1 Oriflame Details

#### 2.16.2 Oriflame Major Business

#### 2.16.3 Oriflame Mascara Product and Services

#### 2.16.4 Oriflame Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

#### 2.16.5 Oriflame Recent Developments/Updates

### 2.17 Groupe Rocher

#### 2.17.1 Groupe Rocher Details

#### 2.17.2 Groupe Rocher Major Business

#### 2.17.3 Groupe Rocher Mascara Product and Services

#### 2.17.4 Groupe Rocher Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

#### 2.17.5 Groupe Rocher Recent Developments/Updates

### 2.18 Kose Corp

#### 2.18.1 Kose Corp Details

#### 2.18.2 Kose Corp Major Business

#### 2.18.3 Kose Corp Mascara Product and Services

#### 2.18.4 Kose Corp Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

#### 2.18.5 Kose Corp Recent Developments/Updates

### 2.19 Beiersdorf

#### 2.19.1 Beiersdorf Details

#### 2.19.2 Beiersdorf Major Business

- 2.19.3 Beiersdorf Mascara Product and Services
- 2.19.4 Beiersdorf Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.19.5 Beiersdorf Recent Developments/Updates
- 2.20 DHC
  - 2.20.1 DHC Details
  - 2.20.2 DHC Major Business
  - 2.20.3 DHC Mascara Product and Services
  - 2.20.4 DHC Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.20.5 DHC Recent Developments/Updates
- 2.21 Thefaceshop
  - 2.21.1 Thefaceshop Details
  - 2.21.2 Thefaceshop Major Business
  - 2.21.3 Thefaceshop Mascara Product and Services
  - 2.21.4 Thefaceshop Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.21.5 Thefaceshop Recent Developments/Updates
- 2.22 Gurwitch
  - 2.22.1 Gurwitch Details
  - 2.22.2 Gurwitch Major Business
  - 2.22.3 Gurwitch Mascara Product and Services
  - 2.22.4 Gurwitch Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.22.5 Gurwitch Recent Developments/Updates
- 2.23 Pola Orbis
  - 2.23.1 Pola Orbis Details
  - 2.23.2 Pola Orbis Major Business
  - 2.23.3 Pola Orbis Mascara Product and Services
  - 2.23.4 Pola Orbis Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.23.5 Pola Orbis Recent Developments/Updates
- 2.24 Marie Dalgar
  - 2.24.1 Marie Dalgar Details
  - 2.24.2 Marie Dalgar Major Business
  - 2.24.3 Marie Dalgar Mascara Product and Services
  - 2.24.4 Marie Dalgar Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.24.5 Marie Dalgar Recent Developments/Updates

## 2.25 Elizabeth Arden

### 2.25.1 Elizabeth Arden Details

### 2.25.2 Elizabeth Arden Major Business

### 2.25.3 Elizabeth Arden Mascara Product and Services

### 2.25.4 Elizabeth Arden Mascara Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

### 2.25.5 Elizabeth Arden Recent Developments/Updates

## 3 COMPETITIVE ENVIRONMENT: MASCARA BY MANUFACTURER

### 3.1 Global Mascara Sales Quantity by Manufacturer (2020-2025)

### 3.2 Global Mascara Revenue by Manufacturer (2020-2025)

### 3.3 Global Mascara Average Price by Manufacturer (2020-2025)

### 3.4 Market Share Analysis (2024)

#### 3.4.1 Producer Shipments of Mascara by Manufacturer Revenue (\$MM) and Market Share (%): 2024

#### 3.4.2 Top 3 Mascara Manufacturer Market Share in 2024

#### 3.4.3 Top 6 Mascara Manufacturer Market Share in 2024

### 3.5 Mascara Market: Overall Company Footprint Analysis

#### 3.5.1 Mascara Market: Region Footprint

#### 3.5.2 Mascara Market: Company Product Type Footprint

#### 3.5.3 Mascara 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 Mascara Market Size by Region

#### 4.1.1 Global Mascara Sales Quantity by Region (2020-2031)

#### 4.1.2 Global Mascara Consumption Value by Region (2020-2031)

#### 4.1.3 Global Mascara Average Price by Region (2020-2031)

### 4.2 North America Mascara Consumption Value (2020-2031)

### 4.3 Europe Mascara Consumption Value (2020-2031)

### 4.4 Asia-Pacific Mascara Consumption Value (2020-2031)

### 4.5 South America Mascara Consumption Value (2020-2031)

### 4.6 Middle East & Africa Mascara Consumption Value (2020-2031)

## 5 MARKET SEGMENT BY TYPE

- 5.1 Global Mascara Sales Quantity by Type (2020-2031)
- 5.2 Global Mascara Consumption Value by Type (2020-2031)
- 5.3 Global Mascara Average Price by Type (2020-2031)

## **6 MARKET SEGMENT BY AGE**

- 6.1 Global Mascara Sales Quantity by Age (2020-2031)
- 6.2 Global Mascara Consumption Value by Age (2020-2031)
- 6.3 Global Mascara Average Price by Age (2020-2031)

## **7 NORTH AMERICA**

- 7.1 North America Mascara Sales Quantity by Type (2020-2031)
- 7.2 North America Mascara Sales Quantity by Age (2020-2031)
- 7.3 North America Mascara Market Size by Country
  - 7.3.1 North America Mascara Sales Quantity by Country (2020-2031)
  - 7.3.2 North America Mascara Consumption Value by Country (2020-2031)
  - 7.3.3 United States Market Size and Forecast (2020-2031)
  - 7.3.4 Canada Market Size and Forecast (2020-2031)
  - 7.3.5 Mexico Market Size and Forecast (2020-2031)

## **8 EUROPE**

- 8.1 Europe Mascara Sales Quantity by Type (2020-2031)
- 8.2 Europe Mascara Sales Quantity by Age (2020-2031)
- 8.3 Europe Mascara Market Size by Country
  - 8.3.1 Europe Mascara Sales Quantity by Country (2020-2031)
  - 8.3.2 Europe Mascara Consumption Value by Country (2020-2031)
  - 8.3.3 Germany Market Size and Forecast (2020-2031)
  - 8.3.4 France Market Size and Forecast (2020-2031)
  - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
  - 8.3.6 Russia Market Size and Forecast (2020-2031)
  - 8.3.7 Italy Market Size and Forecast (2020-2031)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Mascara Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Mascara Sales Quantity by Age (2020-2031)
- 9.3 Asia-Pacific Mascara Market Size by Region

- 9.3.1 Asia-Pacific Mascara Sales Quantity by Region (2020-2031)
- 9.3.2 Asia-Pacific Mascara Consumption Value by Region (2020-2031)
- 9.3.3 China Market Size and Forecast (2020-2031)
- 9.3.4 Japan Market Size and Forecast (2020-2031)
- 9.3.5 South Korea Market Size and Forecast (2020-2031)
- 9.3.6 India Market Size and Forecast (2020-2031)
- 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
- 9.3.8 Australia Market Size and Forecast (2020-2031)

## **10 SOUTH AMERICA**

- 10.1 South America Mascara Sales Quantity by Type (2020-2031)
- 10.2 South America Mascara Sales Quantity by Age (2020-2031)
- 10.3 South America Mascara Market Size by Country
  - 10.3.1 South America Mascara Sales Quantity by Country (2020-2031)
  - 10.3.2 South America Mascara Consumption Value by Country (2020-2031)
  - 10.3.3 Brazil Market Size and Forecast (2020-2031)
  - 10.3.4 Argentina Market Size and Forecast (2020-2031)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Mascara Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Mascara Sales Quantity by Age (2020-2031)
- 11.3 Middle East & Africa Mascara Market Size by Country
  - 11.3.1 Middle East & Africa Mascara Sales Quantity by Country (2020-2031)
  - 11.3.2 Middle East & Africa Mascara Consumption Value by Country (2020-2031)
  - 11.3.3 Turkey Market Size and Forecast (2020-2031)
  - 11.3.4 Egypt Market Size and Forecast (2020-2031)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
  - 11.3.6 South Africa Market Size and Forecast (2020-2031)

## **12 MARKET DYNAMICS**

- 12.1 Mascara Market Drivers
- 12.2 Mascara Market Restraints
- 12.3 Mascara 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 Mascara and Key Manufacturers

13.2 Manufacturing Costs Percentage of Mascara

13.3 Mascara Production Process

13.4 Industry Value Chain Analysis

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Mascara Typical Distributors

14.3 Mascara 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 Mascara Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Mascara Consumption Value by Age, (USD Million), 2020 & 2024 & 2031

Table 3. L'Oreal Basic Information, Manufacturing Base and Competitors

Table 4. L'Oreal Major Business

Table 5. L'Oreal Mascara Product and Services

Table 6. L'Oreal Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. L'Oreal Recent Developments/Updates

Table 8. Estee Lauder Basic Information, Manufacturing Base and Competitors

Table 9. Estee Lauder Major Business

Table 10. Estee Lauder Mascara Product and Services

Table 11. Estee Lauder Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Estee Lauder Recent Developments/Updates

Table 13. Procter & Gamble Basic Information, Manufacturing Base and Competitors

Table 14. Procter & Gamble Major Business

Table 15. Procter & Gamble Mascara Product and Services

Table 16. Procter & Gamble Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Procter & Gamble Recent Developments/Updates

Table 18. LVMH Basic Information, Manufacturing Base and Competitors

Table 19. LVMH Major Business

Table 20. LVMH Mascara Product and Services

Table 21. LVMH Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. LVMH Recent Developments/Updates

Table 23. Coty Basic Information, Manufacturing Base and Competitors

Table 24. Coty Major Business

Table 25. Coty Mascara Product and Services

Table 26. Coty Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Coty Recent Developments/Updates

Table 28. Avon Basic Information, Manufacturing Base and Competitors



|   |
|---|
| Table 29. Avon Major Business   |
| Table 30. Avon Mascara Product and Services   |
| Table 31. Avon Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)          |
| Table 32. Avon Recent Developments/Updates  |
| Table 33. Shiseido Basic Information, Manufacturing Base and Competitors  |
| Table 34. Shiseido Major Business   |
| Table 35. Shiseido Mascara Product and Services   |
| Table 36. Shiseido Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)      |
| Table 37. Shiseido Recent Developments/Updates  |
| Table 38. Amore Pacific Basic Information, Manufacturing Base and Competitors   |
| Table 39. Amore Pacific Major Business  |
| Table 40. Amore Pacific Mascara Product and Services  |
| Table 41. Amore Pacific Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025) |
| Table 42. Amore Pacific Recent Developments/Updates   |
| Table 43. Missha Basic Information, Manufacturing Base and Competitors  |
| Table 44. Missha Major Business   |
| Table 45. Missha Mascara Product and Services   |
| Table 46. Missha Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)        |
| Table 47. Missha Recent Developments/Updates  |
| Table 48. Chanel Basic Information, Manufacturing Base and Competitors  |
| Table 49. Chanel Major Business   |
| Table 50. Chanel Mascara Product and Services   |
| Table 51. Chanel Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)        |
| Table 52. Chanel Recent Developments/Updates  |
| Table 53. Mary Kay Basic Information, Manufacturing Base and Competitors  |
| Table 54. Mary Kay Major Business   |
| Table 55. Mary Kay Mascara Product and Services   |
| Table 56. Mary Kay Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)      |
| Table 57. Mary Kay Recent Developments/Updates  |
| Table 58. Alticor Basic Information, Manufacturing Base and Competitors   |
| Table 59. Alticor Major Business  |
| Table 60. Alticor Mascara Product and Services  |
| Table 61. Alticor Mascara Sales Quantity (M Units), Average Price (USD/Units),  |

Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Alticor Recent Developments/Updates

Table 63. PIAS Basic Information, Manufacturing Base and Competitors

Table 64. PIAS Major Business

Table 65. PIAS Mascara Product and Services

Table 66. PIAS Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. PIAS Recent Developments/Updates

Table 68. Natura Basic Information, Manufacturing Base and Competitors

Table 69. Natura Major Business

Table 70. Natura Mascara Product and Services

Table 71. Natura Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. Natura Recent Developments/Updates

Table 73. Revlon Basic Information, Manufacturing Base and Competitors

Table 74. Revlon Major Business

Table 75. Revlon Mascara Product and Services

Table 76. Revlon Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 77. Revlon Recent Developments/Updates

Table 78. Oriflame Basic Information, Manufacturing Base and Competitors

Table 79. Oriflame Major Business

Table 80. Oriflame Mascara Product and Services

Table 81. Oriflame Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 82. Oriflame Recent Developments/Updates

Table 83. Groupe Rocher Basic Information, Manufacturing Base and Competitors

Table 84. Groupe Rocher Major Business

Table 85. Groupe Rocher Mascara Product and Services

Table 86. Groupe Rocher Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 87. Groupe Rocher Recent Developments/Updates

Table 88. Kose Corp Basic Information, Manufacturing Base and Competitors

Table 89. Kose Corp Major Business

Table 90. Kose Corp Mascara Product and Services

Table 91. Kose Corp Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 92. Kose Corp Recent Developments/Updates

Table 93. Beiersdorf Basic Information, Manufacturing Base and Competitors

Table 94. Beiersdorf Major Business

Table 95. Beiersdorf Mascara Product and Services

Table 96. Beiersdorf Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 97. Beiersdorf Recent Developments/Updates

Table 98. DHC Basic Information, Manufacturing Base and Competitors

Table 99. DHC Major Business

Table 100. DHC Mascara Product and Services

Table 101. DHC Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 102. DHC Recent Developments/Updates

Table 103. Thefaceshop Basic Information, Manufacturing Base and Competitors

Table 104. Thefaceshop Major Business

Table 105. Thefaceshop Mascara Product and Services

Table 106. Thefaceshop Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 107. Thefaceshop Recent Developments/Updates

Table 108. Gurwitch Basic Information, Manufacturing Base and Competitors

Table 109. Gurwitch Major Business

Table 110. Gurwitch Mascara Product and Services

Table 111. Gurwitch Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 112. Gurwitch Recent Developments/Updates

Table 113. Pola Orbis Basic Information, Manufacturing Base and Competitors

Table 114. Pola Orbis Major Business

Table 115. Pola Orbis Mascara Product and Services

Table 116. Pola Orbis Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 117. Pola Orbis Recent Developments/Updates

Table 118. Marie Dalgar Basic Information, Manufacturing Base and Competitors

Table 119. Marie Dalgar Major Business

Table 120. Marie Dalgar Mascara Product and Services

Table 121. Marie Dalgar Mascara Sales Quantity (M Units), Average Price (USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 122. Marie Dalgar Recent Developments/Updates

Table 123. Elizabeth Arden Basic Information, Manufacturing Base and Competitors

Table 124. Elizabeth Arden Major Business

Table 125. Elizabeth Arden Mascara Product and Services

Table 126. Elizabeth Arden Mascara Sales Quantity (M Units), Average Price

(USD/Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 127. Elizabeth Arden Recent Developments/Updates

Table 128. Global Mascara Sales Quantity by Manufacturer (2020-2025) & (M Units)

Table 129. Global Mascara Revenue by Manufacturer (2020-2025) & (USD Million)

Table 130. Global Mascara Average Price by Manufacturer (2020-2025) & (USD/Units)

Table 131. Market Position of Manufacturers in Mascara, (Tier 1, Tier 2, and Tier 3),  
Based on Revenue in 2024

Table 132. Head Office and Mascara Production Site of Key Manufacturer

Table 133. Mascara Market: Company Product Type Footprint

Table 134. Mascara Market: Company Product Application Footprint

Table 135. Mascara New Market Entrants and Barriers to Market Entry

Table 136. Mascara Mergers, Acquisition, Agreements, and Collaborations

Table 137. Global Mascara Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 138. Global Mascara Sales Quantity by Region (2020-2025) & (M Units)

Table 139. Global Mascara Sales Quantity by Region (2026-2031) & (M Units)

Table 140. Global Mascara Consumption Value by Region (2020-2025) & (USD Million)

Table 141. Global Mascara Consumption Value by Region (2026-2031) & (USD Million)

Table 142. Global Mascara Average Price by Region (2020-2025) & (USD/Units)

Table 143. Global Mascara Average Price by Region (2026-2031) & (USD/Units)

Table 144. Global Mascara Sales Quantity by Type (2020-2025) & (M Units)

Table 145. Global Mascara Sales Quantity by Type (2026-2031) & (M Units)

Table 146. Global Mascara Consumption Value by Type (2020-2025) & (USD Million)

Table 147. Global Mascara Consumption Value by Type (2026-2031) & (USD Million)

Table 148. Global Mascara Average Price by Type (2020-2025) & (USD/Units)

Table 149. Global Mascara Average Price by Type (2026-2031) & (USD/Units)

Table 150. Global Mascara Sales Quantity by Age (2020-2025) & (M Units)

Table 151. Global Mascara Sales Quantity by Age (2026-2031) & (M Units)

Table 152. Global Mascara Consumption Value by Age (2020-2025) & (USD Million)

Table 153. Global Mascara Consumption Value by Age (2026-2031) & (USD Million)

Table 154. Global Mascara Average Price by Age (2020-2025) & (USD/Units)

Table 155. Global Mascara Average Price by Age (2026-2031) & (USD/Units)

Table 156. North America Mascara Sales Quantity by Type (2020-2025) & (M Units)

Table 157. North America Mascara Sales Quantity by Type (2026-2031) & (M Units)

Table 158. North America Mascara Sales Quantity by Age (2020-2025) & (M Units)

Table 159. North America Mascara Sales Quantity by Age (2026-2031) & (M Units)

Table 160. North America Mascara Sales Quantity by Country (2020-2025) & (M Units)

Table 161. North America Mascara Sales Quantity by Country (2026-2031) & (M Units)

Table 162. North America Mascara Consumption Value by Country (2020-2025) &



(USD Million)

Table 163. North America Mascara Consumption Value by Country (2026-2031) & (USD Million)

Table 164. Europe Mascara Sales Quantity by Type (2020-2025) & (M Units)

Table 165. Europe Mascara Sales Quantity by Type (2026-2031) & (M Units)

Table 166. Europe Mascara Sales Quantity by Age (2020-2025) & (M Units)

Table 167. Europe Mascara Sales Quantity by Age (2026-2031) & (M Units)

Table 168. Europe Mascara Sales Quantity by Country (2020-2025) & (M Units)

Table 169. Europe Mascara Sales Quantity by Country (2026-2031) & (M Units)

Table 170. Europe Mascara Consumption Value by Country (2020-2025) & (USD Million)

Table 171. Europe Mascara Consumption Value by Country (2026-2031) & (USD Million)

Table 172. Asia-Pacific Mascara Sales Quantity by Type (2020-2025) & (M Units)

Table 173. Asia-Pacific Mascara Sales Quantity by Type (2026-2031) & (M Units)

Table 174. Asia-Pacific Mascara Sales Quantity by Age (2020-2025) & (M Units)

Table 175. Asia-Pacific Mascara Sales Quantity by Age (2026-2031) & (M Units)

Table 176. Asia-Pacific Mascara Sales Quantity by Region (2020-2025) & (M Units)

Table 177. Asia-Pacific Mascara Sales Quantity by Region (2026-2031) & (M Units)

Table 178. Asia-Pacific Mascara Consumption Value by Region (2020-2025) & (USD Million)

Table 179. Asia-Pacific Mascara Consumption Value by Region (2026-2031) & (USD Million)

Table 180. South America Mascara Sales Quantity by Type (2020-2025) & (M Units)

Table 181. South America Mascara Sales Quantity by Type (2026-2031) & (M Units)

Table 182. South America Mascara Sales Quantity by Age (2020-2025) & (M Units)

Table 183. South America Mascara Sales Quantity by Age (2026-2031) & (M Units)

Table 184. South America Mascara Sales Quantity by Country (2020-2025) & (M Units)

Table 185. South America Mascara Sales Quantity by Country (2026-2031) & (M Units)

Table 186. South America Mascara Consumption Value by Country (2020-2025) & (USD Million)

Table 187. South America Mascara Consumption Value by Country (2026-2031) & (USD Million)

Table 188. Middle East & Africa Mascara Sales Quantity by Type (2020-2025) & (M Units)

Table 189. Middle East & Africa Mascara Sales Quantity by Type (2026-2031) & (M Units)

Table 190. Middle East & Africa Mascara Sales Quantity by Age (2020-2025) & (M Units)

Table 191. Middle East & Africa Mascara Sales Quantity by Age (2026-2031) & (M Units)

Table 192. Middle East & Africa Mascara Sales Quantity by Country (2020-2025) & (M Units)

Table 193. Middle East & Africa Mascara Sales Quantity by Country (2026-2031) & (M Units)

Table 194. Middle East & Africa Mascara Consumption Value by Country (2020-2025) & (USD Million)

Table 195. Middle East & Africa Mascara Consumption Value by Country (2026-2031) & (USD Million)

Table 196. Mascara Raw Material

Table 197. Key Manufacturers of Mascara Raw Materials

Table 198. Mascara Typical Distributors

Table 199. Mascara Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Mascara Picture
- Figure 2. Global Mascara Revenue by Type, (USD Million), 2020 & 2024 & 2031
- Figure 3. Global Mascara Revenue Market Share by Type in 2024
- Figure 4. Regular Examples
- Figure 5. Waterproof Examples
- Figure 6. Water Resistant Examples
- Figure 7. Global Mascara Consumption Value by Age, (USD Million), 2020 & 2024 & 2031
- Figure 8. Global Mascara Revenue Market Share by Age in 2024
- Figure 9. Age 12-17 Examples
- Figure 10. Age 18-24 Examples
- Figure 11. Age 25-44 Examples
- Figure 12. Age 45-64 Examples
- Figure 13. Other Examples
- Figure 14. Global Mascara Consumption Value, (USD Million): 2020 & 2024 & 2031
- Figure 15. Global Mascara Consumption Value and Forecast (2020-2031) & (USD Million)
- Figure 16. Global Mascara Sales Quantity (2020-2031) & (M Units)
- Figure 17. Global Mascara Price (2020-2031) & (USD/Units)
- Figure 18. Global Mascara Sales Quantity Market Share by Manufacturer in 2024
- Figure 19. Global Mascara Revenue Market Share by Manufacturer in 2024
- Figure 20. Producer Shipments of Mascara by Manufacturer Sales (\$MM) and Market Share (%): 2024
- Figure 21. Top 3 Mascara Manufacturer (Revenue) Market Share in 2024
- Figure 22. Top 6 Mascara Manufacturer (Revenue) Market Share in 2024
- Figure 23. Global Mascara Sales Quantity Market Share by Region (2020-2031)
- Figure 24. Global Mascara Consumption Value Market Share by Region (2020-2031)
- Figure 25. North America Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 26. Europe Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 27. Asia-Pacific Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 28. South America Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 29. Middle East & Africa Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 30. Global Mascara Sales Quantity Market Share by Type (2020-2031)
- Figure 31. Global Mascara Consumption Value Market Share by Type (2020-2031)

Figure 32. Global Mascara Average Price by Type (2020-2031) & (USD/Units)

Figure 33. Global Mascara Sales Quantity Market Share by Age (2020-2031)

Figure 34. Global Mascara Revenue Market Share by Age (2020-2031)

Figure 35. Global Mascara Average Price by Age (2020-2031) & (USD/Units)

Figure 36. North America Mascara Sales Quantity Market Share by Type (2020-2031)

Figure 37. North America Mascara Sales Quantity Market Share by Age (2020-2031)

Figure 38. North America Mascara Sales Quantity Market Share by Country  
(2020-2031)

Figure 39. North America Mascara Consumption Value Market Share by Country  
(2020-2031)

Figure 40. United States Mascara Consumption Value (2020-2031) & (USD Million)

Figure 41. Canada Mascara Consumption Value (2020-2031) & (USD Million)

Figure 42. Mexico Mascara Consumption Value (2020-2031) & (USD Million)

Figure 43. Europe Mascara Sales Quantity Market Share by Type (2020-2031)

Figure 44. Europe Mascara Sales Quantity Market Share by Age (2020-2031)

Figure 45. Europe Mascara Sales Quantity Market Share by Country (2020-2031)

Figure 46. Europe Mascara Consumption Value Market Share by Country (2020-2031)

Figure 47. Germany Mascara Consumption Value (2020-2031) & (USD Million)

Figure 48. France Mascara Consumption Value (2020-2031) & (USD Million)

Figure 49. United Kingdom Mascara Consumption Value (2020-2031) & (USD Million)

Figure 50. Russia Mascara Consumption Value (2020-2031) & (USD Million)

Figure 51. Italy Mascara Consumption Value (2020-2031) & (USD Million)

Figure 52. Asia-Pacific Mascara Sales Quantity Market Share by Type (2020-2031)

Figure 53. Asia-Pacific Mascara Sales Quantity Market Share by Age (2020-2031)

Figure 54. Asia-Pacific Mascara Sales Quantity Market Share by Region (2020-2031)

Figure 55. Asia-Pacific Mascara Consumption Value Market Share by Region  
(2020-2031)

Figure 56. China Mascara Consumption Value (2020-2031) & (USD Million)

Figure 57. Japan Mascara Consumption Value (2020-2031) & (USD Million)

Figure 58. South Korea Mascara Consumption Value (2020-2031) & (USD Million)

Figure 59. India Mascara Consumption Value (2020-2031) & (USD Million)

Figure 60. Southeast Asia Mascara Consumption Value (2020-2031) & (USD Million)

Figure 61. Australia Mascara Consumption Value (2020-2031) & (USD Million)

Figure 62. South America Mascara Sales Quantity Market Share by Type (2020-2031)

Figure 63. South America Mascara Sales Quantity Market Share by Age (2020-2031)

Figure 64. South America Mascara Sales Quantity Market Share by Country  
(2020-2031)

Figure 65. South America Mascara Consumption Value Market Share by Country  
(2020-2031)



- Figure 66. Brazil Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 67. Argentina Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 68. Middle East & Africa Mascara Sales Quantity Market Share by Type (2020-2031)
- Figure 69. Middle East & Africa Mascara Sales Quantity Market Share by Age (2020-2031)
- Figure 70. Middle East & Africa Mascara Sales Quantity Market Share by Country (2020-2031)
- Figure 71. Middle East & Africa Mascara Consumption Value Market Share by Country (2020-2031)
- Figure 72. Turkey Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 73. Egypt Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 74. Saudi Arabia Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 75. South Africa Mascara Consumption Value (2020-2031) & (USD Million)
- Figure 76. Mascara Market Drivers
- Figure 77. Mascara Market Restraints
- Figure 78. Mascara Market Trends
- Figure 79. Porters Five Forces Analysis
- Figure 80. Manufacturing Cost Structure Analysis of Mascara in 2024
- Figure 81. Manufacturing Process Analysis of Mascara
- Figure 82. Mascara Industrial Chain
- Figure 83. Sales Channel: Direct to End-User vs Distributors
- Figure 84. Direct Channel Pros & Cons
- Figure 85. Indirect Channel Pros & Cons
- Figure 86. Methodology
- Figure 87. Research Process and Data Source

## I would like to order

Product name: Global Mascara Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

Product link: <https://marketpublishers.com/r/G7294DE5791EEN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G7294DE5791EEN.html>