

Global Mascara Sales Market by Manufacturers, Regions, Type and Application, Forecast to 2021

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Abstracts

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.

The product that people would recognize as mascara today did not develop until the nineteenth century. A chemist named Eugene Rimmel developed a cosmetic using the newly invented petroleum jelly. The name Rimmel became synonymous with the substance and still translates to "mascara" in the Portuguese, Spanish, Greek, Turkish, Romanian, and Persian languages today.

Across the Atlantic Ocean and at roughly the same time, in 1913, a man named T. L. Williams created a remarkably similar substance for his sister Maybel. Later in 1917, T. L. Williams started a mail-order business from the product that grew to become the company Maybelline.

The mascara developed by these two men consisted of petroleum jelly and coal in a set ratio. It was undeniably messy, and a better alternative was soon developed. A dampened brush was rubbed against a cake containing soap and black dye in equal proportions and applied to the lashes. Still it was extremely messy. No significant improvement occurred until 1957 with an innovation by Helena Rubinstein."

Scope of the Report:

This report focuses on the Mascara Sales in Global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report

categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

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 Regions, regional analysis covers

North America (USA, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America, Middle East and Africa

Market Segment by Type, covers

Regular Mascaras

Waterproof Mascaras

Water Resistant Mascaras

Market Segment by Applications, can be divided into

Age 12 to 17

Age 18 to 24

Age 25 to 44

Age 45 to 64

Other

There are 13 Chapters to deeply display the global Mascara Sales market.

Chapter 1, to describe Mascara Sales Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Mascara Sales, with sales, revenue, and price of Mascara Sales, in 2015 and 2016;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2015 and 2016;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Mascara Sales, for each region, from 2011 to 2016;

Chapter 5, 6, 7 and 8, to analyze the key regions, with sales, revenue and market share by key countries in these regions;

Chapter 9 and 10, to show the market by type and application, with sales market share and growth rate by type, application, from 2011 to 2016;

Chapter 11, Mascara Sales market forecast, by regions, type and application, with sales and revenue, from 2016 to 2021;

Chapter 12 and 13, to describe Mascara Sales sales channel, distributors, traders, dealers, appendix and data source.

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