

Global Men's Eyebrow Pencil Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Men's Eyebrow Pencil market size is expected to reach \$ 1618 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

Men's eyebrow pencils are cosmetic products specifically designed for men's eyebrow features. They color and fill in sparse areas, shape the brows, and improve sparse, light-colored, or unruly eyebrows. They emphasize a natural, natural look, low-makeup appearance, and ease of use, catering to men's natural brow needs.

The core ingredients of men's eyebrow pencils include coloring agents (iron oxide, charcoal black powder, inorganic pigments), base ingredients (synthetic waxes, natural waxes, oils, emulsifiers, thickeners), and functional ingredients (sweat-resistant ingredients, moisturizing and soothing agents, preservatives). Downstream sales channels are primarily online, supplemented by offline channels.

In 2025, global sales of men's eyebrow pencils reached 108 million units, with a production capacity of approximately 138 million units. The average selling price was \$8.45 per unit, and the average gross profit margin was 65%.

This report studies the global Men's Eyebrow Pencil production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Men's Eyebrow Pencil 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 Men's Eyebrow Pencil that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Men's Eyebrow Pencil total production and demand, 2021-2032, (K Units)

Global Men's Eyebrow Pencil total production value, 2021-2032, (USD Million)

Global Men's Eyebrow Pencil production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Men's Eyebrow Pencil consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Men's Eyebrow Pencil domestic production, consumption, key domestic manufacturers and share

Global Men's Eyebrow Pencil production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Men's Eyebrow Pencil production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Men's Eyebrow Pencil production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Men's Eyebrow Pencil 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'Oréal, Shiseido, Estée Lauder, Chanel, AmorePacific, Guangzhou Mizi Cosmetics, AMR, Mentholatum, Guangzhou JVR Music, Shenzhen Liran Cosmetics, 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 Men's Eyebrow Pencil market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. 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 Men's Eyebrow Pencil Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Men's Eyebrow Pencil Market, Segmentation by Type:

Brown

Black

Gray

Other

Global Men's Eyebrow Pencil Market, Segmentation by Pen Lead Shapes:

Scissor-Shaped

Triangular

Multi-pronged

Global Men's Eyebrow Pencil Market, Segmentation by Pen Lead Diameter:

?1.5mm

1.5-3.0mm

?3.0mm

Global Men's Eyebrow Pencil Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

L'Oréal

Shiseido

Estée Lauder

Chanel

AmorePacific

Guangzhou Mizi Cosmetics

AMR

Mentholatum

Guangzhou JVR Music

Shenzhen Liran Cosmetics

Key Questions Answered:

1. How big is the global Men's Eyebrow Pencil market?

2. What is the demand of the global Men's Eyebrow Pencil market?
3. What is the year over year growth of the global Men's Eyebrow Pencil market?
4. What is the production and production value of the global Men's Eyebrow Pencil market?
5. Who are the key producers in the global Men's Eyebrow Pencil market?
6. What are the growth factors driving the market demand?

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