

# Global Men's Eyebrow Pencil Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Men's Eyebrow Pencil market size was valued at US\$ 939 million in 2025 and is forecast to a readjusted size of US\$ 1618 million by 2032 with a CAGR of 8.1% during review period.

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 is a detailed and comprehensive analysis for global Men's Eyebrow Pencil market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. 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 Men's Eyebrow Pencil market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's Eyebrow Pencil market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's Eyebrow Pencil market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's Eyebrow Pencil market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

#### 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 Men's Eyebrow Pencil

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 Men's Eyebrow Pencil 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'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.

## Market Segmentation

Men's Eyebrow Pencil market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Brown

Black

Gray

Other

### Market segment by Pen Lead Shapes

Scissor-Shaped

Triangular

Multi-pronged

### Market segment by Pen Lead Diameter

?1.5mm

1.5-3.0mm

?3.0mm

### Market segment by Application

Online Sales

Offline Sales

Major players covered

L'Oréal

Shiseido

Estée Lauder

Chanel

AmorePacifc

Guangzhou Mizi Cosmetics

AMR

Mentholatum

Guangzhou JVR Music

Shenzhen Liran Cosmetics

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 Men's Eyebrow Pencil product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Men's Eyebrow Pencil, with price, sales quantity, revenue, and global market share of Men's Eyebrow Pencil from 2021 to 2026.

Chapter 3, the Men's Eyebrow Pencil competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Men's Eyebrow Pencil breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Men's Eyebrow Pencil market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Men's Eyebrow Pencil.

Chapter 14 and 15, to describe Men's Eyebrow Pencil sales channel, distributors, customers, research findings and conclusion.

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