

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Mascara Market 2018, Forecast to 2023

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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.

### SCOPE OF THE REPORT:

This report focuses on the Mascara 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. Demand for Mascara has mainly been driven by awareness of beauty and the increasing disposable incomes of consumers. Economic investment has large impact on research and National policies are also the main growth catalysts for the market. Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area; the future will still have more new investment enter the field. In the next five years, the sales volume will keep slow increasing but the market revenue scale is forecasted to be reduced because of price downturn.

The worldwide market for Mascara is expected to grow at a CAGR of roughly 2.8% over the next five years, will reach 730 million US\$ in 2023, from 620 million US\$ in 2017, according to a new GIR (Global Info Research) study.

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 (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Regular

Waterproof

Water Resistant

Market Segment by Applications, can be divided into

Daily use

Performing use

There are 15 Chapters to deeply display the global Mascara market.

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

Chapter 2, to analyze the top manufacturers of Mascara, with sales, revenue, and price of Mascara, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Mascara, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Mascara market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Mascara sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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