

Global Under Eye Concealers Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GE68C00FEBF1EN.html>

Date: June 2026

Pages: 139

Price: US\$ 4,480.00 (Single User License)

ID: GE68C00FEBF1EN

Abstracts

The global Under Eye Concealers market size is expected to reach \$ 2922 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

Under-eye concealer is a specialized base makeup product designed specifically to correct dark circles, tear troughs, dullness, fine lines, and signs of fatigue in the under-eye area. It typically emphasizes a lightweight, skin-hugging texture; moisturizing properties that prevent creasing; natural brightening effects; and long-lasting wear. Common product formats include liquid concealers, cream concealers, and color-correcting concealers.

The upstream supply chain comprises powder pigments, oils, film-forming agents, humectants, soft-focus powders, color pastes, preservatives, packaging tubes, and cosmetic testing services. The downstream market targets makeup retailers, e-commerce platforms, multi-brand beauty stores, professional makeup artists, live-stream beauty channels, and individual consumers.

Globally, the average unit price for under-eye concealer stands at \$8 per tube, with global sales reaching approximately 202.9 million units. The industry boasts an annual production capacity of 400 to 500 million units and an average profit margin of approximately 35%.

In the future, under-eye concealers are expected to evolve toward formulations that offer a lightweight feel combined with high coverage, skincare-infused benefits, and precise color correction. Heightened consumer concern regarding dark circles, tear troughs, signs of fatigue from late nights, and the desire for 'camera-ready' makeup looks is driving the evolution of these products—shifting them from simple concealers to

multi-functional solutions that combine coverage with brightening, hydration, antioxidant protection, and crease-resistant properties. Greater emphasis will be placed on orange-toned color correction, peach-toned brightening, low-irritation formulas suitable for sensitive eye areas, long-lasting wear, and shade ranges tailored to diverse skin tones. Consequently, brand competition will shift its focus from mere coverage capability to factors such as under-eye comfort, natural-looking finishes, and specialized solutions catering to specific consumer segments.

This report studies the global Under Eye Concealers production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Under Eye Concealers 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 Under Eye Concealers that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Under Eye Concealers total production and demand, 2021-2032, (K Units)

Global Under Eye Concealers total production value, 2021-2032, (USD Million)

Global Under Eye Concealers production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Under Eye Concealers consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Under Eye Concealers domestic production, consumption, key domestic manufacturers and share

Global Under Eye Concealers production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Under Eye Concealers production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Under Eye Concealers production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Under Eye Concealers 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, LVMH, Estée Lauder Companies, Procter & Gamble, CHANEL, Unilever, Amorepacific, Shiseido, Kryolan, Charlotte Tilbury, 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 Under Eye Concealers 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 Under Eye Concealers Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Under Eye Concealers Market, Segmentation by Type:

Liquid

Paste

Global Under Eye Concealers Market, Segmentation by Product Form:

Stick Concealer

Pen Concealer

Palette Concealer

Global Under Eye Concealers Market, Segmentation by Finish:

Matte

Natural Soft Matte

Dewy

Soft Focus

Global Under Eye Concealers Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

L'Oréal

LVMH

Estée Lauder Companies

Procter & Gamble

CHANEL

Unilever

Amorepacific

Shiseido

Kryolan

Charlotte Tilbury

CANMAKE

UNNY CLUB

Kosas

Perfect Diary (Yatsen Holding)

Mao Geping

Judydoll

KATO-KATO

Key Questions Answered:

1. How big is the global Under Eye Concealers market?
2. What is the demand of the global Under Eye Concealers market?
3. What is the year over year growth of the global Under Eye Concealers market?
4. What is the production and production value of the global Under Eye Concealers market?
5. Who are the key producers in the global Under Eye Concealers market?
6. What are the growth factors driving the market demand?

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