

Global Waterproof Colored Mascara Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Waterproof Colored Mascara market size is expected to reach \$ 4161 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

Waterproof Colored Mascara is a cosmetic eye makeup product formulated with water-resistant film-formers, waxes, pigments, and polymers that coat the eyelashes to provide long-lasting color, volume, length, and curl while resisting smudging, sweat, tears, humidity, and sebum. It is available in multiple shades beyond traditional black?such as blue, brown, purple, green, and specialty fashion colors?and is widely used in consumer beauty routines, professional makeup artistry, and long-wear performance applications.

The Waterproof Colored Mascara industry chain begins upstream with suppliers of pigments, waterproof polymers, film formers, waxes, emulsifiers, preservatives, brushes, and packaging components; moves midstream through cosmetic manufacturers that conduct formulation development, pigment dispersion, emulsification, batching, filling, brush assembly, compatibility testing, and stability evaluation; and extends downstream to brand owners, wholesalers, retailers, e-commerce platforms, beauty salons, and end consumers who purchase and apply waterproof colored mascara for daily use, professional makeup, long-wear performance, and cosmetic enhancement across global mass-market and premium beauty segments. Ongoing and planned projects include expansion of waterproof cosmetics manufacturing lines in Asia and Europe, investment in clean-room automated filling equipment for mascaras, R&D programs focused on biodegradable film formers and microplastic-free waterproof systems, development of vegan and sensitivity-tested color formulations, new color-matching and pigment-dispersion centers, upgrades to packaging facilities for eco-friendly PCR (post-consumer recycled) mascara tubes, and regional distribution hubs to support fast-growing e-commerce beauty demand across

North America, Southeast Asia, Latin America, and the Middle East.

2025 Global Market sales Volume: 1.25 billion units, Average Global Market Price: USD 2.5 per unit, Market Average Gross Profit Margin: 50%.

This report studies the global Waterproof Colored Mascara production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Waterproof Colored Mascara 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 Waterproof Colored Mascara that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Waterproof Colored Mascara total production and demand, 2021-2032, (K Units)

Global Waterproof Colored Mascara total production value, 2021-2032, (USD Million)

Global Waterproof Colored Mascara production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Waterproof Colored Mascara consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Waterproof Colored Mascara domestic production, consumption, key domestic manufacturers and share

Global Waterproof Colored Mascara production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Waterproof Colored Mascara production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Waterproof Colored Mascara production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Waterproof Colored Mascara 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, Estée Lauder, LVMH, CITY COLOR COSMETICS, Avon, Shiseido, Kering (Yves Saint Laurent), Missha/Able C&C Co., Ltd, Revlon, Oriflame Cosmetics/Walnut Bidco Plc, 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 Waterproof Colored Mascara 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 Waterproof Colored Mascara Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Waterproof Colored Mascara Market, Segmentation by Type:

Standard Colors (Black, Brown)

Vibrant Colors (Blue, Purple, Green)

Metallic or Pearl-Effect Colored

Others

Global Waterproof Colored Mascara Market, Segmentation by Functional Performance:

Waterproof Long-Wear Mascara

Smudge-Proof and Sweat-Proof Mascara

Volumizing Waterproof Mascara

Lengthening / Curling Waterproof Mascara

Global Waterproof Colored Mascara Market, Segmentation by Product Format:

Classic Brush Mascara

Silicone or Molded Brush Mascara

Tubing Waterproof Mascara

Others

Global Waterproof Colored Mascara Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

L?Oreal

Estee Lauder

LVHM

CITY COLOR COSMETICS

Avon

Shiseido

Kering(Yves Saint Laurent)

Missha/Able C&C Co., Ltd

Revlon

Oriflame Cosmetics/Walnut Bidco Plc

Groupe Rocher

Kose Corp

Marie Dalgar

ColourPop Cosmetics

Key Questions Answered:

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

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