

Global Waterproof Colored Mascara 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 Waterproof Colored Mascara market size was valued at US\$ 3216 million in 2025 and is forecast to a readjusted size of US\$ 4161 million by 2032 with a CAGR of 3.5% during review period.

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 is a detailed and comprehensive analysis for global Waterproof Colored Mascara 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 Waterproof Colored Mascara market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Waterproof Colored Mascara 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 Waterproof Colored Mascara 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 Waterproof Colored Mascara 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 Waterproof Colored Mascara

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 Waterproof Colored Mascara 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, 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.

Market Segmentation

Waterproof Colored Mascara 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

Standard Colors (Black, Brown)

Vibrant Colors (Blue, Purple, Green)

Metallic or Pearl-Effect Colored

Others

Market segment by Functional Performance

Waterproof Long-Wear Mascara

Smudge-Proof and Sweat-Proof Mascara

Volumizing Waterproof Mascara

Lengthening / Curling Waterproof Mascara

Market segment by Product Format

Classic Brush Mascara

Silicone or Molded Brush Mascara

Tubing Waterproof Mascara

Others

Market segment by Application

Online Sales

Offline Sales

Major players covered

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

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 Waterproof Colored Mascara product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Waterproof Colored Mascara, with price, sales quantity, revenue, and global market share of Waterproof Colored Mascara from 2021 to 2026.

Chapter 3, the Waterproof Colored Mascara competitive situation, sales quantity,

revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Waterproof Colored Mascara 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 Waterproof Colored Mascara 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 Waterproof Colored Mascara.

Chapter 14 and 15, to describe Waterproof Colored Mascara sales channel, distributors, customers, research findings and conclusion.

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