

Herbal & Organic Mascara Market Size, Share & Trends Analysis Report By Product (Liquid, Gel/Cream), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/H89089383DC0EN.html>

Date: December 2024

Pages: 100

Price: US\$ 3,950.00 (Single User License)

ID: H89089383DC0EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Herbal & Organic Mascara Market Growth & Trends

The global herbal and organic mascara market size is expected to reach USD 227.63 million by 2030, according to a new report by Grand View Research, Inc. It is anticipated to register a CAGR of 7.9% from 2025 to 2030. Factors such as rising demand for organic makeup products and awareness regarding the harmful effects of the synthetic and chemical ingredients in cosmetics are expected to drive the growth.

Continuously evolving makeup trends and influence of social media and beauty bloggers is anticipated to drive the demand for makeup products, such as mascaras, especially among the young generation. In addition, growing popularity of natural ingredients is expected to result in increasing use of organic and herbal mascara. Most companies opt for social media marketing and product promotions through makeup artists, vloggers, and social media influencers to introduce their new products. However, mass market brands choose celebrity endorsements to endorse their products to gain from their credibility. For instance, in 2017, Revlon, added Gwen Stefani, the American singer to its lineup of brand ambassadors.

Liquid mascara is anticipated to hold the largest share of the herbal and organic mascara market. The product is anticipated to register increased usage owing to its light weight, easy application, and long lasting effect. Manufacturers focus on product innovation to enhance

user experience and treach newer consumer base. For instance, in February 2019, Inika launched new mascaras with 100% natural and vegan ingredients, in three variants, namely, The Mascara, Bold Lash, and Curvy Lash.

Online distribution channel is expected texpand at the fastest CAGR of 6.1% from 2019 t2025. Online channels display a wide assortment of product with detailed information as well as customer reviews. This increases the ease of purchase through online channels. Moreover, availability of discounts and offers coupled with fast shipping is anticipated tpositively influence the growth of the segment. For instance, Amazon.com, Inc. and MAKE-UP ART COSMETICS provide easy purchase of herbal and organic mascara online.

Asia Pacific is anticipated twitness the fastest CAGR of over 5% during the forecast period. Innovative promotional strategies coupled with launch of daily use herbal and organic mascara is anticipated tfuel the regional demand. Moreover, government initiatives tpromote domestic cosmetic industry are projected tcreate growth opportunities for the market. For instance, innovative reforms by the government of Indonesia have marked domestic cosmetic industry under the National Development Plan for Industry. This factor is projected tdrive the regional market for herbal and organic mascara.

Herbal & Organic Mascara Market Report Highlights

The liquid mascara segment dominated the global herbal and organic mascara market based on product, with a revenue share of 72.3% in 2024.

The gel/cream mascara segment is alsexpected texperience the fastest CAGR from 2025 t2030.

The offline segment held the largest revenue share of the herbal and organic mascara market in 2024. Offline sale channels, including supermarkets, hypermarkets, retail stores, and salons, offer multiple mascara offerings from different beauty brands tcustomers.

The North America herbal & organic mascara industry dominated the global market, with a revenue share of 34.7% in 2024.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. HERBAL & ORGANIC MASCARA MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis

- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. HERBAL & ORGANIC MASCARA MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Herbal & Organic Mascara Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
 - 5.3.1. Liquid
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Gel/Cream
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. HERBAL & ORGANIC MASCARA MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Herbal & Organic Mascara Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
 - 6.3.1. Offline
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Online
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. HERBAL & ORGANIC MASCARA MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Herbal & Organic Mascara Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)
 - 7.3.1. North America
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.1.2. U.S.
 - 7.3.1.2.1. Key country dynamics
 - 7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.1.3. Canada

- 7.3.1.3.1. Key country dynamics
- 7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.1.4. Mexico
 - 7.3.1.4.1. Key country dynamics
 - 7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.2. Europe
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.2. Germany
 - 7.3.2.2.1. Key country dynamics
 - 7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.3. U.K.
 - 7.3.2.3.1. Key country dynamics
 - 7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.4. France
 - 7.3.2.4.1. Key country dynamics
 - 7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.5. Italy
 - 7.3.2.5.1. Key country dynamics
 - 7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.6. Spain
 - 7.3.2.6.1. Key country dynamics
 - 7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3. Asia Pacific
 - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.2. China
 - 7.3.3.2.1. Key country dynamics
 - 7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.3. India
 - 7.3.3.3.1. Key country dynamics
 - 7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.4. Japan
 - 7.3.3.4.1. Key country dynamics
 - 7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.5. Australia
 - 7.3.3.5.1. Key country dynamics
 - 7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.4. Central & South America
 - 7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.4.2. Brazil

- 7.3.4.2.1. Key country dynamics
- 7.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.5. Middle East & Africa
 - 7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.5.2. South Africa
 - 7.3.5.2.1. Key country dynamics
 - 7.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. HERBAL & ORGANIC MASCARA MARKET: COMPETITIVE ANALYSIS

- 8.1. Recent Developments & Impact Analysis, by Key Market Participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performance
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
 - 8.9.1. Ecco Bella
 - 8.9.1.1. Company Overview
 - 8.9.1.2. Financial Performance
 - 8.9.1.3. Product Portfolios
 - 8.9.1.4. Strategic Initiatives
 - 8.9.2. Ulta Beauty, Inc.
 - 8.9.2.1. Company Overview
 - 8.9.2.2. Financial Performance
 - 8.9.2.3. Product Portfolios
 - 8.9.2.4. Strategic Initiatives
 - 8.9.3. Lotus Herbals Limited
 - 8.9.3.1. Company Overview
 - 8.9.3.2. Financial Performance
 - 8.9.3.3. Product Portfolios
 - 8.9.3.4. Strategic Initiatives
 - 8.9.4. Odylique
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Portfolios

- 8.9.4.4. Strategic Initiatives
- 8.9.5. JOSIE MARAN COSMETICS
 - 8.9.5.1. Company Overview
 - 8.9.5.2. Financial Performance
 - 8.9.5.3. Product Portfolios
 - 8.9.5.4. Strategic Initiatives
- 8.9.6. Au Naturale, Llc
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Portfolios
 - 8.9.6.4. Strategic Initiatives
- 8.9.7. RMS Beauty
 - 8.9.7.1. Company Overview
 - 8.9.7.2. Financial Performance
 - 8.9.7.3. Product Portfolios
 - 8.9.7.4. Strategic Initiatives
- 8.9.8. Endlessly Beautiful
 - 8.9.8.1. Company Overview
 - 8.9.8.2. Financial Performance
 - 8.9.8.3. Product Portfolios
 - 8.9.8.4. Strategic Initiatives
- 8.9.9. Skin2Spirit
 - 8.9.9.1. Company Overview
 - 8.9.9.2. Financial Performance
 - 8.9.9.3. Product Portfolios
 - 8.9.9.4. Strategic Initiatives
- 8.9.10. EVXO Cosmetics
 - 8.9.10.1. Company Overview
 - 8.9.10.2. Financial Performance
 - 8.9.10.3. Product Portfolios
 - 8.9.10.4. Strategic Initiatives

I would like to order

Product name: Herbal & Organic Mascara Market Size, Share & Trends Analysis Report By Product (Liquid, Gel/Cream), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/H89089383DC0EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H89089383DC0EN.html>