

Global Mascara Market Research Report 2012-2024

<https://marketpublishers.com/r/G19BC614BE2EN.html>

Date: July 2019

Pages: 132

Price: US\$ 3,660.00 (Single User License)

ID: G19BC614BE2EN

Abstracts

SUMMARY

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. The product that people would recognize as mascara today did not develop until the nineteenth century. A chemist named Eugene Rimmel developed a cosmetic using the newly invented petroleum jelly. The name Rimmel became synonymous with the substance and still translates to “mascara” in the Portuguese, Spanish, Greek, Turkish, Romanian, and Persian languages today. Across the Atlantic Ocean and at roughly the same time, in 1913, a man named T. L. Williams created a remarkably similar substance for his sister Maybel. Later in 1917, T. L. Williams started a mail-order business from the product that grew to become the company Maybelline. The mascara developed by these two men consisted of petroleum jelly and coal in a set ratio. It was undeniably messy, and a better alternative was soon developed. A dampened brush was rubbed against a cake containing soap and black dye in equal proportions and applied to the lashes. Still it was extremely messy. No significant improvement occurred until 1957 with an innovation by Helena Rubinstein

The global Mascara market will reach xxx Million USD in 2019 with CAGR xx% 2019-2024. The objective of report is to define, segment, and project the market on the basis of product type, application, and region, and to describe the content about the factors influencing market dynamics, policy, economic, technology and market entry etc.

Based on products type, the report describes major products type share of regional market. Products mentioned as follows:

Regular Mascaras

Waterproof Mascaras

Water Resistant Mascaras

Leading vendors in the market are included based on profile, business performance etc.
Vendors mentioned as follows:

L'Oréal

Estee Lauder

Procter & Gamble

LVMH

Coty

Avon

Shiseido

Amore Pacific

Missha

Chanel

Mary Kay

Alticor

PIAS

Natura

Revlon

Oriflame

GroupeRocher

Kose Corp

Beiersdorf

DHC

Thefaceshop

Gurwitch

Pola Orbis

Marie Dalgar

Elizabeth Arden

Based on Application, the report describes major application share of regional market. Application mentioned as follows:

Age 12 to 17

Age 18 to 24

Age 25 to 44

Age 45 to 64

Others

Based on region, the report describes major regions market by products and application. Regions mentioned as follows:

Asia-Pacific

North America

Europe

South America

Middle East & Africa

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