

Global Mascara Market Research Report 2012-2024

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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.

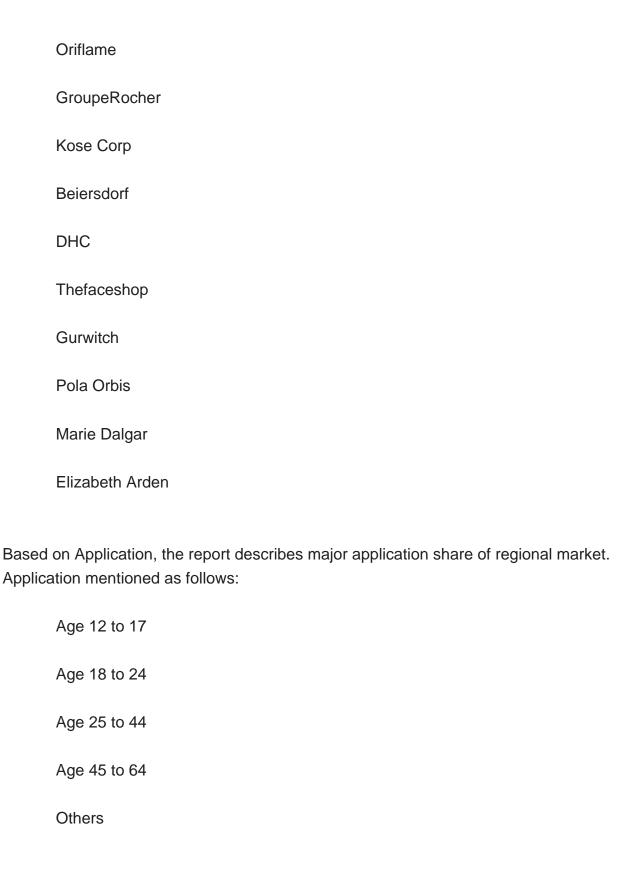
Based on products type, the report describes major products type share of regional market. Products mentioned as follows:



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





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



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North America

Europe

South America

Middle East & Africa



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