

# Global Mascara Market Research Report 2020 (Covid-19 Version)

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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

Market Segment as follows:

By Region

Asia-Pacific

North America

Europe

South America

Middle East & Africa

### By Type

Medical resins and fibers

Medical elastomers

Biodegradable plastics

Others

### By Application

Medical devices and equipment

Medical packaging

Others (Including tissue engineering and cardio stents)

### By Company

BASF

Bayer

Celanese

DSM

Du Pont

Solvay

Eastman Chemical

Evonik Industries

HEXPOL TPE

ExxonMobil

Formosa Plastics

INEOS

Dow

Victrex

Colorite Compounds

Raumedic

Kraton

Tianjin Plastics

Shanghai New Shanghua

The main contents of the report including:

Section 1:

Product definition, type and application, global and regional market overview;

Section 2:

Global and regional Market competition by company;

Section 3:

Global and regional sales revenue, volume and price

By Type;

Section 4:

Global and regional sales revenue, volume and price by application;

Section 5:

Regional export and import;

Section 6:

Company information, business overview, sales data and product specifications;

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