

# Global and Regional Mascara Market Research Report 2017

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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

Regular Mascaras

Waterproof Mascaras

Water Resistant Mascaras

### By Application

Age 12 to 17

Age 18 to 24

Age 25 to 44

Age 45 to 64

Others

### By Company

L'Oreal

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

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;

Section 7: Industry chain and raw materials;

Section 8: SWOT and Porter's Five Forces;

Section 9: Conclusion.

## Contents

### **1 MARKET OVERVIEW**

- 1.1 Market Segment Overview
  - 1.1.1 Product Definition
  - 1.1.2 Market by Type
    - 1.1.2.1 Regular Mascaras
    - 1.1.2.2 Waterproof Mascaras
    - 1.1.2.3 Water Resistant Mascaras
  - 1.1.3 Market by Application
    - 1.1.3.1 Age 12 to
    - 1.1.3.2 Age 18 to
    - 1.1.3.3 Age 25 to
    - 1.1.3.4 Age 45 to
    - 1.1.3.5 Others
- 1.2 Global and Regional Market Size
  - 1.2.1 Global Overview
  - 1.2.2 Market by Region
    - 1.2.2.1 Asia-Pacific
    - 1.2.2.2 North America
    - 1.2.2.3 Europe
    - 1.2.2.4 South America
    - 1.2.2.5 Middle East & Africa

### **2 GLOBAL AND REGIONAL MARKET BY COMPANY**

- 2.1 Global
  - 2.1.1 Global Sales by Company
  - 2.1.2 Global Price by Company
- 2.2 Asia-Pacific
  - 2.2.1 Asia-Pacific Sales by Company
  - 2.2.2 Asia-Pacific Price by Company
- 2.3 North America
  - 2.3.1 North America Sales by Company
  - 2.3.2 North America Price by Company
- 2.4 Europe
  - 2.4.1 Europe Market Sales by Company
  - 2.4.2 Europe Price by Company

## 2.5 South America

2.5.1 South America Sales by Company

2.5.2 South America Price by Company

## 2.6 Middle East & Africa

2.6.1 Middle East & Africa Sales by Company

2.6.2 Middle East & Africa Price by Company

# **3 GLOBAL AND REGIONAL MARKET BY TYPE**

## 3.1 Global

3.1.1 Global Sales by Type

3.1.2 Global Price by Type

## 3.2 Asia-Pacific

3.2.1 Asia-Pacific Sales by Type

3.2.2 Asia-Pacific Price by Type

## 3.3 North America

3.3.1 North America Sales by Type

3.3.2 North America Price by Type

## 3.4 Europe

3.4.1 Europe Market Sales by Type

3.4.2 Europe Price by Type

## 3.5 South America

3.5.1 South America Sales by Type

3.5.2 South America Price by Type

## 3.6 Middle East & Africa

3.6.1 Middle East & Africa Sales by Type

3.6.2 Middle East & Africa Price by Type

# **4 GLOBAL AND REGIONAL MARKET BY APPLICATION**

## 4.1 Global

4.1.1 Global Sales by Application

4.1.2 Global Price by Application

## 4.2 Asia-Pacific

4.2.1 Asia-Pacific Sales by Application

4.2.2 Asia-Pacific Price by Application

## 4.3 North America

4.3.1 North America Sales by Application

4.3.2 North America Price by Application

#### 4.4 Europe

4.4.1 Europe Market Sales by Application

4.4.2 Europe Price by Application

#### 4.5 South America

4.5.1 South America Sales by Application

4.5.2 South America Price by Application

#### 4.6 Middle East & Africa

4.6.1 Middle East & Africa Sales by Application

4.6.2 Middle East & Africa Price by Application

### **5 REGIONAL TRADE**

#### 5.1 Export

#### 5.2 Import

### **6 KEY MANUFACTURERS**

#### 6.1 L'Oreal

6.1.2 Company Information

6.1.2 Product Specifications

6.1.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.2 Estee Lauder

6.2.1 Company Information

6.2.2 Product Specifications

6.2.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.3 Procter & Gamble

6.3.1 Company Information

6.3.2 Product Specifications

6.3.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.4 LVMH

6.4.1 Company Information

6.4.2 Product Specifications

6.4.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.5 Coty

6.5.1 Company Information

6.5.2 Product Specifications

6.5.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.6 Avon

6.6.1 Company Information

- 6.6.2 Product Specifications
- 6.6.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)
- 6.7 Shiseido
  - 6.7.1 Company Information
  - 6.7.2 Product Specifications
  - 6.7.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)
- 6.8 Amore Pacific
  - 6.8.1 Company Information
  - 6.8.2 Product Specifications
  - 6.8.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)
- 6.9 Missha
  - 6.9.1 Company Information
  - 6.9.2 Product Specifications
  - 6.9.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)
- 6.10 Chanel
  - 6.10.1 Company Information
  - 6.10.2 Product Specifications
  - 6.10.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)
- 6.11 Mary Kay
- 6.12 Alticor
- 6.13 PIAS
- 6.14 Natura
- 6.15 Revlon
- 6.16 Oriflame
- 6.17 GroupeRocher
- 6.18 Kose Corp
- 6.19 Beiersdorf
- 6.20 DHC
- 6.21 Thefaceshop
- 6.22 Gurwitch
- 6.23 Pola Orbis
- 6.24 Marie Dalgar
- 6.25 Elizabeth Arden

## **7 INDUSTRY UPSTREAM**

- 7.1 Industry Chain
- 7.2 Raw Materials



## **8 MARKET ENVIRONMENT**

8.1 SWOT

8.2 Porter's Five Forces

## **9 CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table Global Market Sales Revenue by Company 2011-2017
Table Global Market Sales Revenue Share by Company 2011-2017
Table Global Market Sales Volume by Company 2011-2017
Table Global Market Sales Volume Share by Company 2011-2017
Table Global Price by Company 2011-2017
Table Asia-Pacific Market Sales Revenue by Company 2011-2017
Table Asia-Pacific Market Sales Revenue Share by Company 2011-2017
Table Asia-Pacific Market Sales Volume by Company 2011-2017
Table Asia-Pacific Market Sales Volume Share by Company 2011-2017
Table Asia-Pacific Price by Company 2011-2017
Table North America Market Sales Revenue by Company 2011-2017
Table North America Market Sales Revenue Share by Company 2011-2017
Table North America Market Sales Volume by Company 2011-2017
Table North America Market Sales Volume Share by Company 2011-2017
Table North America Price by Company 2011-2017
Table Europe Market Sales Revenue by Company 2011-2017
Table Europe Market Sales Revenue Share by Company 2011-2017
Table Europe Market Sales Volume by Company 2011-2017
Table Europe Market Sales Volume Share by Company 2011-2017
Table Europe Price by Company 2011-2017
Table South America Market Sales Revenue by Company 2011-2017
Table South America Market Sales Revenue Share by Company 2011-2017
Table South America Market Sales Volume by Company 2011-2017
Table South America Market Sales Volume Share by Company 2011-2017
Table South America Price by Company 2011-2017
Table Middle East & Africa Market Sales Revenue by Company 2011-2017
Table Middle East & Africa Market Sales Revenue Share by Company 2011-2017
Table Middle East & Africa Market Sales Volume by Company 2011-2017
Table Middle East & Africa Market Sales Volume Share by Company 2011-2017
Table Middle East & Africa Price by Company 2011-2017
Table Global Market Sales Revenue by Type 2011-2017
Table Global Market Sales Revenue Share by Type 2011-2017
Table Global Market Sales Volume by Type 2011-2017
Table Global Market Sales Volume Share by Type 2011-2017
Table Global Price by Type 2011-2017

Table Asia-Pacific Market Sales Revenue by Type 2011-2017  
Table Asia-Pacific Market Sales Revenue Share by Type 2011-2017  
Table Asia-Pacific Market Sales Volume by Type 2011-2017  
Table Asia-Pacific Market Sales Volume Share by Type 2011-2017  
Table Asia-Pacific Price by Type 2011-2017  
Table North America Market Sales Revenue by Type 2011-2017  
Table North America Market Sales Revenue Share by Type 2011-2017  
Table North America Market Sales Volume by Type 2011-2017  
Table North America Market Sales Volume Share by Type 2011-2017  
Table North America Price by Type 2011-2017  
Table Europe Market Sales Revenue by Type 2011-2017  
Table Europe Market Sales Revenue Share by Type 2011-2017  
Table Europe Market Sales Volume by Type 2011-2017  
Table Europe Market Sales Volume Share by Type 2011-2017  
Table Europe Price by Type 2011-2017  
Table South America Market Sales Revenue by Type 2011-2017  
Table South America Market Sales Revenue Share by Type 2011-2017  
Table South America Market Sales Volume by Type 2011-2017  
Table South America Market Sales Volume Share by Type 2011-2017  
Table South America Price by Type 2011-2017  
Table Middle East & Africa Market Sales Revenue by Type 2011-2017  
Table Middle East & Africa Market Sales Revenue Share by Type 2011-2017  
Table Middle East & Africa Market Sales Volume by Type 2011-2017  
Table Middle East & Africa Market Sales Volume Share by Type 2011-2017  
Table Middle East & Africa Price by Type 2011-2017  
Table Global Market Sales Revenue by Application 2011-2017  
Table Global Market Sales Revenue Share by Application 2011-2017  
Table Global Market Sales Volume by Application 2011-2017  
Table Global Market Sales Volume Share by Application 2011-2017  
Table Global Price by Application 2011-2017  
Table Asia-Pacific Market Sales Revenue by Application 2011-2017  
Table Asia-Pacific Market Sales Revenue Share by Application 2011-2017  
Table Asia-Pacific Market Sales Volume by Application 2011-2017  
Table Asia-Pacific Market Sales Volume Share by Application 2011-2017  
Table Asia-Pacific Price by Application 2011-2017  
Table North America Market Sales Revenue by Application 2011-2017  
Table North America Market Sales Revenue Share by Application 2011-2017  
Table North America Market Sales Volume by Application 2011-2017  
Table North America Market Sales Volume Share by Application 2011-2017

Table North America Price by Application 2011-2017

Table Europe Market Sales Revenue by Application 2011-2017

Table Europe Market Sales Revenue Share by Application 2011-2017

Table Europe Market Sales Volume by Application 2011-2017

Table Europe Market Sales Volume Share by Application 2011-2017

Table Europe Price by Application 2011-2017

Table South America Market Sales Revenue by Application 2011-2017

Table South America Market Sales Revenue Share by Application 2011-2017

Table South America Market Sales Volume by Application 2011-2017

Table South America Market Sales Volume Share by Application 2011-2017

Table South America Price by Application 2011-2017

Table Middle East & Africa Market Sales Revenue by Application 2011-2017

Table Middle East & Africa Market Sales Revenue Share by Application 2011-2017

Table Middle East & Africa Market Sales Volume by Application 2011-2017

Table Middle East & Africa Market Sales Volume Share by Application 2011-2017

Table Middle East & Africa Price by Application 2011-2017

Table Regional Export 2011-2017 (Value)

Table Regional Export 2011-2017 (Volume)

Table Regional Import 2011-2017 (Value)

Table Regional Import 2011-2017 (Volume)

Table Sales Revenue, Volume, Price, Cost and Margin of L'Oreal

Table Sales Revenue, Volume, Price, Cost and Margin of Estee Lauder

Table Sales Revenue, Volume, Price, Cost and Margin of Procter & Gamble

Table Sales Revenue, Volume, Price, Cost and Margin of LVMH

Table Sales Revenue, Volume, Price, Cost and Margin of Coty

Table Sales Revenue, Volume, Price, Cost and Margin of Avon

Table Sales Revenue, Volume, Price, Cost and Margin of Shiseido

Table Sales Revenue, Volume, Price, Cost and Margin of Amore Pacific

Table Sales Revenue, Volume, Price, Cost and Margin of Missha

Table Sales Revenue, Volume, Price, Cost and Margin of Chanel

Table Sales Revenue, Volume, Price, Cost and Margin of Mary Kay

Table Sales Revenue, Volume, Price, Cost and Margin of Alticor

Table Sales Revenue, Volume, Price, Cost and Margin of PIAS

Table Sales Revenue, Volume, Price, Cost and Margin of Natura

Table Sales Revenue, Volume, Price, Cost and Margin of Revlon

Table Sales Revenue, Volume, Price, Cost and Margin of Oriflame

Table Sales Revenue, Volume, Price, Cost and Margin of GroupeRocher

Table Sales Revenue, Volume, Price, Cost and Margin of Kose Corp

Table Sales Revenue, Volume, Price, Cost and Margin of Beiersdorf

Table Sales Revenue, Volume, Price, Cost and Margin of DHC

Table Sales Revenue, Volume, Price, Cost and Margin of Thefaceshop

Table Sales Revenue, Volume, Price, Cost and Margin of Gurwitch

Table Sales Revenue, Volume, Price, Cost and Margin of Pola Orbis

Table Sales Revenue, Volume, Price, Cost and Margin of Marie Dalgar

Table Sales Revenue, Volume, Price, Cost and Margin of Elizabeth Arden

## List Of Figures

### LIST OF FIGURES

Figure Regular Mascaras Market Size and CAGR 2011-2017 (Value)  
Figure Regular Mascaras Market Size and CAGR 2011-2017 (Volume)  
Figure Regular Mascaras Market Forecast and CAGR 2018-2025 (Value)  
Figure Regular Mascaras Market Forecast and CAGR 2018-2025 (Volume)  
Figure Waterproof Mascaras Market Size and CAGR 2011-2017 (Value)  
Figure Waterproof Mascaras Market Size and CAGR 2011-2017 (Volume)  
Figure Waterproof Mascaras Market Forecast and CAGR 2018-2025 (Value)  
Figure Waterproof Mascaras Market Forecast and CAGR 2018-2025 (Volume)  
Figure Water Resistant Mascaras Market Size and CAGR 2011-2017 (Value)  
Figure Water Resistant Mascaras Market Size and CAGR 2011-2017 (Volume)  
Figure Water Resistant Mascaras Market Forecast and CAGR 2018-2025 (Value)  
Figure Water Resistant Mascaras Market Forecast and CAGR 2018-2025 (Volume)  
Figure Age 12 to 17 Market Size and CAGR 2011-2017 (Value)  
Figure Age 12 to 17 Market Size and CAGR 2011-2017 (Volume)  
Figure Age 12 to 17 Market Forecast and CAGR 2018-2025 (Value)  
Figure Age 12 to 17 Market Forecast and CAGR 2018-2025 (Volume)  
Figure Age 18 to 24 Market Size and CAGR 2011-2017 (Value)  
Figure Age 18 to 24 Market Size and CAGR 2011-2017 (Volume)  
Figure Age 18 to 24 Market Forecast and CAGR 2018-2025 (Value)  
Figure Age 18 to 24 Market Forecast and CAGR 2018-2025 (Volume)  
Figure Age 25 to 44 Market Size and CAGR 2011-2017 (Value)  
Figure Age 25 to 44 Market Size and CAGR 2011-2017 (Volume)  
Figure Age 25 to 44 Market Forecast and CAGR 2018-2025 (Value)  
Figure Age 25 to 44 Market Forecast and CAGR 2018-2025 (Volume)  
Figure Age 45 to 64 Market Size and CAGR 2011-2017 (Value)  
Figure Age 45 to 64 Market Size and CAGR 2011-2017 (Volume)  
Figure Age 45 to 64 Market Forecast and CAGR 2018-2025 (Value)  
Figure Age 45 to 64 Market Forecast and CAGR 2018-2025 (Volume)  
Figure Others Market Size and CAGR 2011-2017 (Value)  
Figure Others Market Size and CAGR 2011-2017 (Volume)  
Figure Others Market Forecast and CAGR 2018-2025 (Value)  
Figure Others Market Forecast and CAGR 2018-2025 (Volume)  
Figure Global Mascara Market Size and CAGR 2011-2017 (Value)  
Figure Global Mascara Market Size and CAGR 2011-2017 (Volume)  
Figure Global Mascara Market Forecast and CAGR 2018-2025 (Value)

Figure Global Mascara Market Forecast and CAGR 2018-2025 (Volume)  
Figure Asia-Pacific Mascara Market Size and CAGR 2011-2017 (Value)  
Figure Asia-Pacific Mascara Market Size and CAGR 2011-2017 (Volume)  
Figure Asia-Pacific Mascara Market Forecast and CAGR 2018-2025 (Value)  
Figure Asia-Pacific Mascara Market Forecast and CAGR 2018-2025 (Volume)  
Figure North America Mascara Market Size and CAGR 2011-2017 (Value)  
Figure North America Mascara Market Size and CAGR 2011-2017 (Volume)  
Figure North America Mascara Market Forecast and CAGR 2018-2025 (Value)  
Figure North America Mascara Market Forecast and CAGR 2018-2025 (Volume)  
Figure Europe Mascara Market Size and CAGR 2011-2017 (Value)  
Figure Europe Mascara Market Size and CAGR 2011-2017 (Volume)  
Figure Europe Mascara Market Forecast and CAGR 2018-2025 (Value)  
Figure Europe Mascara Market Forecast and CAGR 2018-2025 (Volume)  
Figure South America Mascara Market Size and CAGR 2011-2017 (Value)  
Figure South America Mascara Market Size and CAGR 2011-2017 (Volume)  
Figure South America Mascara Market Forecast and CAGR 2018-2025 (Value)  
Figure South America Mascara Market Forecast and CAGR 2018-2025 (Volume)  
Figure Middle East & Africa Mascara Market Size and CAGR 2011-2017 (Value)  
Figure Middle East & Africa Mascara Market Size and CAGR 2011-2017 (Volume)  
Figure Middle East & Africa Mascara Market Forecast and CAGR 2018-2025 (Value)  
Figure Middle East & Africa Mascara Market Forecast and CAGR 2018-2025 (Volume)  
Figure Global Market Sales Revenue Share by Company in 2017  
Figure Global Market Sales Volume Share by Company in 2017  
Figure Asia-Pacific Market Sales Revenue Share by Company in 2017  
Figure Asia-Pacific Market Sales Volume Share by Company in 2017  
Figure North America Market Sales Revenue Share by Company in 2017  
Figure North America Market Sales Volume Share by Company in 2017  
Figure Europe Market Sales Revenue Share by Company in 2017  
Figure Europe Market Sales Volume Share by Company in 2017  
Figure South America Market Sales Revenue Share by Company in 2017  
Figure South America Market Sales Volume Share by Company in 2017  
Figure Middle East & Africa Market Sales Revenue Share by Company in 2017  
Figure Middle East & Africa Market Sales Volume Share by Company in 2017  
Figure Global Market Sales Revenue Share by Type in 2017  
Figure Global Market Sales Volume Share by Type in 2017  
Figure Asia-Pacific Market Sales Revenue Share by Type in 2017  
Figure Asia-Pacific Market Sales Volume Share by Type in 2017  
Figure North America Market Sales Revenue Share by Type in 2017  
Figure North America Market Sales Volume Share by Type in 2017

Figure Europe Market Sales Revenue Share by Type in 2017  
Figure Europe Market Sales Volume Share by Type in 2017  
Figure South America Market Sales Revenue Share by Type in 2017  
Figure South America Market Sales Volume Share by Type in 2017  
Figure Middle East & Africa Market Sales Revenue Share by Type in 2017  
Figure Middle East & Africa Market Sales Volume Share by Type in 2017  
Figure Global Market Sales Revenue Share by Application in 2017  
Figure Global Market Sales Volume Share by Application in 2017  
Figure Asia-Pacific Market Sales Revenue Share by Application in 2017  
Figure Asia-Pacific Market Sales Volume Share by Application in 2017  
Figure North America Market Sales Revenue Share by Application in 2017  
Figure North America Market Sales Volume Share by Application in 2017  
Figure Europe Market Sales Revenue Share by Application in 2017  
Figure Europe Market Sales Volume Share by Application in 2017  
Figure South America Market Sales Revenue Share by Application in 2017  
Figure South America Market Sales Volume Share by Application in 2017  
Figure Middle East & Africa Market Sales Revenue Share by Application in 2017  
Figure Middle East & Africa Market Sales Volume Share by Application in 2017  
Figure Industry Chain Overview  
Figure Mascara SWOT List  
Figure Consumer Goods Porter's Five Forces



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