

Global and United States Mascara Market Research by Company, Type & Application 2013-2025

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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 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 United States market overview;

Section 2:

Global and United States Market competition by company;

Section 3:

Global and United States sales revenue, volume and price by type;

Section 4:

Global and United States sales revenue, volume and price by application;

Section 5:

United States export and import;

Section 6:

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

Section 7:

Industry chain and raw materials;

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SWOT and Porter's Five Forces;

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