

Eye Makeup Market Report by Product Type (Mascara, Eye Shadow, Eye Liner, Eye Pencil, Eyebrow Gel, and Others), Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Convenience Stores, Online Stores, and Others), Pricing (Low to Medium Price, Premium Price), Source (Chemical, Natural, Organic, Halal, and Others), and Region 2024-2032

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Abstracts

The global eye makeup market size reached US\$ 17.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 26.0 Billion by 2032, exhibiting a growth rate (CAGR) of 4.5% during 2024-2032.

Eye makeup refers to products that are applied to accentuate the appearance of the eyes. These products include eyeshadow, eyeliner and mascara, which are formulated using water, emulsifiers, preservatives, thickeners, moisturizers, and fragrances. Eye makeup products are available in a wide variety of colors, ranging from subtle to bold shades, with long-lasting formulations. Furthermore, consumer demand for waterproof and mineral-based products has led to significant developments in the market.

Over the past few years, the market has been driven by inflating per capita incomes and the increasing focus of individuals on physical appearances. However, owing to the sudden outbreak of the coronavirus disease (COVID-19), governments of numerous countries have imposed complete lockdowns, which has resulted in supply chain disruptions. In line with this, e-commerce channels have emerged as a convenient and hassle-free shopping solution for individuals. Although discretionary expenses have decreased due to the COVID-19 pandemic, the sales of beauty and personal care products are projected to improve in the near future. Owing to this, several retail brands

are focusing on strengthening their presence on e-commerce channels and providing diversity in the price range and product collection. Furthermore, owing to the increasing popularity of cosmetics among men and the rising influence of social media, several manufactures in the industry are offering eye makeup products, such as brow gel, exclusively for men to expand their consumer base. They are also introducing natural, organic, as well as halal-certified products.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global eye makeup market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product type, distribution channel, pricing and source.

Breakup by Product Type:

- Mascara
- Eye Shadow
- Eye Liner
- Eye Pencil
- Eyebrow Gel
- Others

Breakup by Distribution Channel:

- Hypermarkets and Supermarkets
- Specialty Stores
- Convenience Stores
- Online Stores
- Others

Breakup by Pricing:

- Low to Medium Price
- Premium Price

Breakup by Source:

- Chemical
- Natural
- Organic

Halal
Others

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Amway Corp, Avon Products Inc., Chanel S.A., Colorbar Cosmetics Pvt. Ltd., Lakm? Cosmetics (Hindustan Unilever), L'Or?al S.A., LVMH, Oriflame Cosmetics, Revlon Inc., Shiseido Company, Limited, Est?e Lauder Inc., Procter & Gamble etc.

Key Questions Answered in This Report:

How has the global eye makeup market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global eye makeup market?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the pricing?

What is the breakup of the market based on the source?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global eye makeup market and who are the key players?

What is the degree of competition in the industry?

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