

# Global Eye-area Cosmetics Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Eye-area Cosmetics market size is predicted to grow from US\$ 2739 million in 2025 to US\$ 3621 million in 2032; it is expected to grow at a CAGR of 4.1% from 2026 to 2032.

Eye-area Cosmetics are finished color cosmetic products specifically intended for application around the eyes, covering eye shadow, eye liner, mascara, brow products, and related primers and setting items, with the primary purpose of enhancing appearance through color, definition, and visual enlargement effects. Common formats include pressed or loose powders in palettes, creams and gels in jars, liquids in pens or tubes, and pencil or twist-up mechanisms, paired with applicator structures such as brushes, sponge tips, wands, or cores to enable lining, blending, volumizing, lengthening, and setting. Formulations typically combine permitted colorants and effect pigments, film-forming and binding systems, oil-wax or silicone bases, dispersing and thickening systems, plus preservation and stability components as needed. Because these products are applied adjacent to sensitive ocular tissues, manufacturing and compliance place heightened emphasis on colorant use conditions, microbiological control, and packaging and applicator designs that reduce secondary contamination risks. Production is concentrated in scalable color-cosmetics manufacturing hubs across Asia and Europe, and products are used across daily wear, social occasions, and professional makeup services, commercialized through brand owners and contract manufacturers via omnichannel routes.

Global eye-area cosmetics are moving into a growth phase defined by visual performance and supply-chain agility. Social and short-form video ecosystems have elevated eye looks into a primary ?visual anchor? of the overall makeup routine, making a balanced delivery of color payoff, refinement, uniform film formation, and wear stability

the core levers of differentiation. In parallel, deeper online penetration and stronger direct-to-consumer execution are compressing the path from shade demo and performance proof to purchase, pushing companies to accelerate formulation iteration, shade development, and fast-turn small-batch launches. This dynamic continues to unlock repeat-purchase potential in high-frequency categories such as liners, mascaras, and brow stylers across multiple use occasions.

Opportunity is matched by intensifying quality and risk-management constraints. Regulators repeatedly highlight hygiene, avoidance of cross-use, and contamination risk reduction for eye cosmetics, and the industry response increasingly centers on stronger preservation and microbiological control as well as packaging and applicator designs that minimize secondary contamination, with consumer safe-use communication treated as part of the product lifecycle. Meanwhile, colorant use boundaries and compliance requirements keep evolving across major markets, forcing brands to optimize trade-offs among high-impact performance, comfort, sensitivity control, and removal experience, making 'high-performance formulation plus compliance readiness' a critical entry ticket for international channels and premium customer ecosystems. FDA's eye cosmetic safety guidance and microbial contamination risk messaging are widely referenced frameworks for safe-use communication in the category.

LPI (LP Information)' newest research report, the 'Eye-area Cosmetics Industry Forecast' looks at past sales and reviews total world Eye-area Cosmetics sales in 2025, providing a comprehensive analysis by region and market sector of projected Eye-area Cosmetics sales for 2026 through 2032. With Eye-area Cosmetics sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Eye-area Cosmetics industry.

This Insight Report provides a comprehensive analysis of the global Eye-area Cosmetics landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Eye-area Cosmetics portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Eye-area Cosmetics market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Eye-area Cosmetics and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up

qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Eye-area Cosmetics.

This report presents a comprehensive overview, market shares, and growth opportunities of Eye-area Cosmetics market by product type, application, key players and key regions and countries.

#### Segmentation by Type:

Mascara

Eye Liner

Eye Shadow

Brow Products

#### Segmentation by Format:

Pencil Format

Liquid Format

Powder Format

Others

#### Segmentation by Sales Channel:

Female

Male

#### Segmentation by Application:

Home Use

Professional Studio

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Intercos Group

Chromavis Fareva

Ancorotti Cosmetics S.p.A.

Schwan Cosmetics International GmbH

Gotha Cosmetics

COSMAX

Kolmar Korea

COSMECCA KOREA

kdc/one

TOYO BEAUTY CO., LTD.

Shanghai Beukay Cosmetics Co., Ltd.

Weihai Longain Beauty Pencil Co., LTD

Guangzhou Bijiang Cosmetics Co., Ltd.

Nox Belcow Cosmetics Co., Ltd.

CARSLAN

MAO GEPING COSMETICS CO., LTD.

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Eye-area Cosmetics Market Size (2021-2032)
  - 2.1.2 Eye-area Cosmetics Market Size CAGR by Region (2021 VS 2025 VS 2032)
  - 2.1.3 World Current & Future Analysis for Eye-area Cosmetics by Country/Region (2021, 2025 & 2032)
- 2.2 Eye-area Cosmetics Segment by Type
  - 2.2.1 Mascara
  - 2.2.2 Eye Liner
  - 2.2.3 Eye Shadow
  - 2.2.4 Brow Products
  - 2.2.5 Eye-area Cosmetics Market Size by Type
    - 2.2.5.1 Eye-area Cosmetics Market Size CAGR by Type (2021 VS 2025 VS 2032)
    - 2.2.5.2 Global Eye-area Cosmetics Market Size Market Share by Type (2021-2026)
- 2.3 Eye-area Cosmetics Segment by Format
  - 2.3.1 Pencil Format
  - 2.3.2 Liquid Format
  - 2.3.3 Powder Format
  - 2.3.4 Others
  - 2.3.5 Eye-area Cosmetics Market Size by Format
    - 2.3.5.1 Eye-area Cosmetics Market Size CAGR by Format (2021 VS 2025 VS 2032)
    - 2.3.5.2 Global Eye-area Cosmetics Market Size Market Share by Format (2021-2026)
- 2.4 Eye-area Cosmetics Segment by Sales Channel
  - 2.4.1 Female
  - 2.4.2 Male

### 2.4.3 Eye-area Cosmetics Market Size by Sales Channel

2.4.3.1 Eye-area Cosmetics Market Size CAGR by Sales Channel (2021 VS 2025 VS 2032)

2.4.3.2 Global Eye-area Cosmetics Market Size Market Share by Sales Channel (2021-2026)

### 2.5 Eye-area Cosmetics Segment by Application

2.5.1 Home Use

2.5.2 Professional Studio

2.5.3 Others

### 2.5.4 Eye-area Cosmetics Market Size by Application

2.5.4.1 Eye-area Cosmetics Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.4.2 Global Eye-area Cosmetics Market Size Market Share by Application (2021-2026)

## 3 EYE-AREA COSMETICS MARKET SIZE BY PLAYER

### 3.1 Eye-area Cosmetics Market Size Market Share by Player

3.1.1 Global Eye-area Cosmetics Revenue by Player (2021-2026)

3.1.2 Global Eye-area Cosmetics Revenue Market Share by Player (2021-2026)

### 3.2 Global Eye-area Cosmetics Key Players Head office and Products Offered

### 3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

### 3.4 New Products and Potential Entrants

### 3.5 Mergers & Acquisitions, Expansion

## 4 EYE-AREA COSMETICS BY REGION

### 4.1 Eye-area Cosmetics Market Size by Region (2021-2026)

### 4.2 Global Eye-area Cosmetics Annual Revenue by Country/Region (2021-2026)

### 4.3 Americas Eye-area Cosmetics Market Size Growth (2021-2026)

### 4.4 APAC Eye-area Cosmetics Market Size Growth (2021-2026)

### 4.5 Europe Eye-area Cosmetics Market Size Growth (2021-2026)

### 4.6 Middle East & Africa Eye-area Cosmetics Market Size Growth (2021-2026)

## 5 AMERICAS

### 5.1 Americas Eye-area Cosmetics Market Size by Country (2021-2026)

- 5.2 Americas Eye-area Cosmetics Market Size by Type (2021-2026)
- 5.3 Americas Eye-area Cosmetics Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Eye-area Cosmetics Market Size by Region (2021-2026)
- 6.2 APAC Eye-area Cosmetics Market Size by Type (2021-2026)
- 6.3 APAC Eye-area Cosmetics Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

## **7 EUROPE**

- 7.1 Europe Eye-area Cosmetics Market Size by Country (2021-2026)
- 7.2 Europe Eye-area Cosmetics Market Size by Type (2021-2026)
- 7.3 Europe Eye-area Cosmetics Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Eye-area Cosmetics by Region (2021-2026)
- 8.2 Middle East & Africa Eye-area Cosmetics Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Eye-area Cosmetics Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey

## 8.8 GCC Countries

# 9 MARKET DRIVERS, CHALLENGES AND TRENDS

## 9.1 Market Drivers & Growth Opportunities

## 9.2 Market Challenges & Risks

## 9.3 Industry Trends

# 10 GLOBAL EYE-AREA COSMETICS MARKET FORECAST

## 10.1 Global Eye-area Cosmetics Forecast by Region (2027-2032)

### 10.1.1 Global Eye-area Cosmetics Forecast by Region (2027-2032)

### 10.1.2 Americas Eye-area Cosmetics Forecast

### 10.1.3 APAC Eye-area Cosmetics Forecast

### 10.1.4 Europe Eye-area Cosmetics Forecast

### 10.1.5 Middle East & Africa Eye-area Cosmetics Forecast

## 10.2 Americas Eye-area Cosmetics Forecast by Country (2027-2032)

### 10.2.1 United States Market Eye-area Cosmetics Forecast

### 10.2.2 Canada Market Eye-area Cosmetics Forecast

### 10.2.3 Mexico Market Eye-area Cosmetics Forecast

### 10.2.4 Brazil Market Eye-area Cosmetics Forecast

## 10.3 APAC Eye-area Cosmetics Forecast by Region (2027-2032)

### 10.3.1 China Eye-area Cosmetics Market Forecast

### 10.3.2 Japan Market Eye-area Cosmetics Forecast

### 10.3.3 Korea Market Eye-area Cosmetics Forecast

### 10.3.4 Southeast Asia Market Eye-area Cosmetics Forecast

### 10.3.5 India Market Eye-area Cosmetics Forecast

### 10.3.6 Australia Market Eye-area Cosmetics Forecast

## 10.4 Europe Eye-area Cosmetics Forecast by Country (2027-2032)

### 10.4.1 Germany Market Eye-area Cosmetics Forecast

### 10.4.2 France Market Eye-area Cosmetics Forecast

### 10.4.3 UK Market Eye-area Cosmetics Forecast

### 10.4.4 Italy Market Eye-area Cosmetics Forecast

### 10.4.5 Russia Market Eye-area Cosmetics Forecast

## 10.5 Middle East & Africa Eye-area Cosmetics Forecast by Region (2027-2032)

### 10.5.1 Egypt Market Eye-area Cosmetics Forecast

### 10.5.2 South Africa Market Eye-area Cosmetics Forecast

### 10.5.3 Israel Market Eye-area Cosmetics Forecast

### 10.5.4 Turkey Market Eye-area Cosmetics Forecast

- 10.6 Global Eye-area Cosmetics Forecast by Type (2027-2032)
- 10.7 Global Eye-area Cosmetics Forecast by Application (2027-2032)
  - 10.7.1 GCC Countries Market Eye-area Cosmetics Forecast

## **11 KEY PLAYERS ANALYSIS**

- 11.1 Intercos Group
  - 11.1.1 Intercos Group Company Information
  - 11.1.2 Intercos Group Eye-area Cosmetics Product Offered
  - 11.1.3 Intercos Group Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.1.4 Intercos Group Main Business Overview
  - 11.1.5 Intercos Group Latest Developments
- 11.2 Chromavis Fareva
  - 11.2.1 Chromavis Fareva Company Information
  - 11.2.2 Chromavis Fareva Eye-area Cosmetics Product Offered
  - 11.2.3 Chromavis Fareva Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.2.4 Chromavis Fareva Main Business Overview
  - 11.2.5 Chromavis Fareva Latest Developments
- 11.3 Ancorotti Cosmetics S.p.A.
  - 11.3.1 Ancorotti Cosmetics S.p.A. Company Information
  - 11.3.2 Ancorotti Cosmetics S.p.A. Eye-area Cosmetics Product Offered
  - 11.3.3 Ancorotti Cosmetics S.p.A. Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.3.4 Ancorotti Cosmetics S.p.A. Main Business Overview
  - 11.3.5 Ancorotti Cosmetics S.p.A. Latest Developments
- 11.4 Schwan Cosmetics International GmbH
  - 11.4.1 Schwan Cosmetics International GmbH Company Information
  - 11.4.2 Schwan Cosmetics International GmbH Eye-area Cosmetics Product Offered
  - 11.4.3 Schwan Cosmetics International GmbH Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.4.4 Schwan Cosmetics International GmbH Main Business Overview
  - 11.4.5 Schwan Cosmetics International GmbH Latest Developments
- 11.5 Gotha Cosmetics
  - 11.5.1 Gotha Cosmetics Company Information
  - 11.5.2 Gotha Cosmetics Eye-area Cosmetics Product Offered
  - 11.5.3 Gotha Cosmetics Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)

- 11.5.4 Gotha Cosmetics Main Business Overview
- 11.5.5 Gotha Cosmetics Latest Developments
- 11.6 COSMAX
  - 11.6.1 COSMAX Company Information
  - 11.6.2 COSMAX Eye-area Cosmetics Product Offered
  - 11.6.3 COSMAX Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.6.4 COSMAX Main Business Overview
  - 11.6.5 COSMAX Latest Developments
- 11.7 Kolmar Korea
  - 11.7.1 Kolmar Korea Company Information
  - 11.7.2 Kolmar Korea Eye-area Cosmetics Product Offered
  - 11.7.3 Kolmar Korea Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.7.4 Kolmar Korea Main Business Overview
  - 11.7.5 Kolmar Korea Latest Developments
- 11.8 COSMECCA KOREA
  - 11.8.1 COSMECCA KOREA Company Information
  - 11.8.2 COSMECCA KOREA Eye-area Cosmetics Product Offered
  - 11.8.3 COSMECCA KOREA Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.8.4 COSMECCA KOREA Main Business Overview
  - 11.8.5 COSMECCA KOREA Latest Developments
- 11.9 kdc/one
  - 11.9.1 kdc/one Company Information
  - 11.9.2 kdc/one Eye-area Cosmetics Product Offered
  - 11.9.3 kdc/one Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.9.4 kdc/one Main Business Overview
  - 11.9.5 kdc/one Latest Developments
- 11.10 TOYO BEAUTY CO., LTD.
  - 11.10.1 TOYO BEAUTY CO., LTD. Company Information
  - 11.10.2 TOYO BEAUTY CO., LTD. Eye-area Cosmetics Product Offered
  - 11.10.3 TOYO BEAUTY CO., LTD. Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
  - 11.10.4 TOYO BEAUTY CO., LTD. Main Business Overview
  - 11.10.5 TOYO BEAUTY CO., LTD. Latest Developments
- 11.11 Shanghai Beukay Cosmetics Co., Ltd.
  - 11.11.1 Shanghai Beukay Cosmetics Co., Ltd. Company Information

- 11.11.2 Shanghai Beukay Cosmetics Co., Ltd. Eye-area Cosmetics Product Offered
- 11.11.3 Shanghai Beukay Cosmetics Co., Ltd. Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
- 11.11.4 Shanghai Beukay Cosmetics Co., Ltd. Main Business Overview
- 11.11.5 Shanghai Beukay Cosmetics Co., Ltd. Latest Developments
- 11.12 Weihai Longain Beauty Pencil Co., LTD
- 11.12.1 Weihai Longain Beauty Pencil Co., LTD Company Information
- 11.12.2 Weihai Longain Beauty Pencil Co., LTD Eye-area Cosmetics Product Offered
- 11.12.3 Weihai Longain Beauty Pencil Co., LTD Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
- 11.12.4 Weihai Longain Beauty Pencil Co., LTD Main Business Overview
- 11.12.5 Weihai Longain Beauty Pencil Co., LTD Latest Developments
- 11.13 Guangzhou Bijiang Cosmetics Co., Ltd.
- 11.13.1 Guangzhou Bijiang Cosmetics Co., Ltd. Company Information
- 11.13.2 Guangzhou Bijiang Cosmetics Co., Ltd. Eye-area Cosmetics Product Offered
- 11.13.3 Guangzhou Bijiang Cosmetics Co., Ltd. Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
- 11.13.4 Guangzhou Bijiang Cosmetics Co., Ltd. Main Business Overview
- 11.13.5 Guangzhou Bijiang Cosmetics Co., Ltd. Latest Developments
- 11.14 Nox Bellcow Cosmetics Co., Ltd.
- 11.14.1 Nox Bellcow Cosmetics Co., Ltd. Company Information
- 11.14.2 Nox Bellcow Cosmetics Co., Ltd. Eye-area Cosmetics Product Offered
- 11.14.3 Nox Bellcow Cosmetics Co., Ltd. Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
- 11.14.4 Nox Bellcow Cosmetics Co., Ltd. Main Business Overview
- 11.14.5 Nox Bellcow Cosmetics Co., Ltd. Latest Developments
- 11.15 CARSLAN
- 11.15.1 CARSLAN Company Information
- 11.15.2 CARSLAN Eye-area Cosmetics Product Offered
- 11.15.3 CARSLAN Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
- 11.15.4 CARSLAN Main Business Overview
- 11.15.5 CARSLAN Latest Developments
- 11.16 MAO GEPING COSMETICS CO., LTD.
- 11.16.1 MAO GEPING COSMETICS CO., LTD. Company Information
- 11.16.2 MAO GEPING COSMETICS CO., LTD. Eye-area Cosmetics Product Offered
- 11.16.3 MAO GEPING COSMETICS CO., LTD. Eye-area Cosmetics Revenue, Gross Margin and Market Share (2021-2026)
- 11.16.4 MAO GEPING COSMETICS CO., LTD. Main Business Overview

11.16.5 MAO GEPING COSMETICS CO., LTD. Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table 1. Eye-area Cosmetics Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Eye-area Cosmetics Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Mascara
- Table 4. Major Players of Eye Liner
- Table 5. Major Players of Eye Shadow
- Table 6. Major Players of Brow Products
- Table 7. Eye-area Cosmetics Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 8. Global Eye-area Cosmetics Market Size by Type (2021-2026) & (\$ millions)
- Table 9. Global Eye-area Cosmetics Market Size Market Share by Type (2021-2026)
- Table 10. Major Players of Pencil Format
- Table 11. Major Players of Liquid Format
- Table 12. Major Players of Powder Format
- Table 13. Major Players of Others
- Table 14. Eye-area Cosmetics Market Size CAGR by Format (2021 VS 2025 VS 2032) & (\$ millions)
- Table 15. Global Eye-area Cosmetics Market Size by Format (2021-2026) & (\$ millions)
- Table 16. Global Eye-area Cosmetics Market Size Market Share by Format (2021-2026)
- Table 17. Major Players of Female
- Table 18. Major Players of Male
- Table 19. Eye-area Cosmetics Market Size CAGR by Sales Channel (2021 VS 2025 VS 2032) & (\$ millions)
- Table 20. Global Eye-area Cosmetics Market Size by Sales Channel (2021-2026) & (\$ millions)
- Table 21. Global Eye-area Cosmetics Market Size Market Share by Sales Channel (2021-2026)
- Table 22. Major Players of Offline Retail
- Table 23. Major Players of Online Marketplace
- Table 24. Major Players of Brand Direct to Consumer
- Table 25. Eye-area Cosmetics Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)
- Table 26. Global Eye-area Cosmetics Market Size by Application (2021-2026) & (\$ millions)

- Table 27. Global Eye-area Cosmetics Market Size Market Share by Application (2021-2026)
- Table 28. Global Eye-area Cosmetics Revenue by Player (2021-2026) & (\$ millions)
- Table 29. Global Eye-area Cosmetics Revenue Market Share by Player (2021-2026)
- Table 30. Eye-area Cosmetics Key Players Head office and Products Offered
- Table 31. Eye-area Cosmetics Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 32. New Products and Potential Entrants
- Table 33. Mergers & Acquisitions, Expansion
- Table 34. Global Eye-area Cosmetics Market Size by Region (2021-2026) & (\$ millions)
- Table 35. Global Eye-area Cosmetics Market Size Market Share by Region (2021-2026)
- Table 36. Global Eye-area Cosmetics Revenue by Country/Region (2021-2026) & (\$ millions)
- Table 37. Global Eye-area Cosmetics Revenue Market Share by Country/Region (2021-2026)
- Table 38. Americas Eye-area Cosmetics Market Size by Country (2021-2026) & (\$ millions)
- Table 39. Americas Eye-area Cosmetics Market Size Market Share by Country (2021-2026)
- Table 40. Americas Eye-area Cosmetics Market Size by Type (2021-2026) & (\$ millions)
- Table 41. Americas Eye-area Cosmetics Market Size Market Share by Type (2021-2026)
- Table 42. Americas Eye-area Cosmetics Market Size by Application (2021-2026) & (\$ millions)
- Table 43. Americas Eye-area Cosmetics Market Size Market Share by Application (2021-2026)
- Table 44. APAC Eye-area Cosmetics Market Size by Region (2021-2026) & (\$ millions)
- Table 45. APAC Eye-area Cosmetics Market Size Market Share by Region (2021-2026)
- Table 46. APAC Eye-area Cosmetics Market Size by Type (2021-2026) & (\$ millions)
- Table 47. APAC Eye-area Cosmetics Market Size by Application (2021-2026) & (\$ millions)
- Table 48. Europe Eye-area Cosmetics Market Size by Country (2021-2026) & (\$ millions)
- Table 49. Europe Eye-area Cosmetics Market Size Market Share by Country (2021-2026)
- Table 50. Europe Eye-area Cosmetics Market Size by Type (2021-2026) & (\$ millions)
- Table 51. Europe Eye-area Cosmetics Market Size by Application (2021-2026) & (\$ millions)

- Table 52. Middle East & Africa Eye-area Cosmetics Market Size by Region (2021-2026) & (\$ millions)
- Table 53. Middle East & Africa Eye-area Cosmetics Market Size by Type (2021-2026) & (\$ millions)
- Table 54. Middle East & Africa Eye-area Cosmetics Market Size by Application (2021-2026) & (\$ millions)
- Table 55. Key Market Drivers & Growth Opportunities of Eye-area Cosmetics
- Table 56. Key Market Challenges & Risks of Eye-area Cosmetics
- Table 57. Key Industry Trends of Eye-area Cosmetics
- Table 58. Global Eye-area Cosmetics Market Size Forecast by Region (2027-2032) & (\$ millions)
- Table 59. Global Eye-area Cosmetics Market Size Market Share Forecast by Region (2027-2032)
- Table 60. Global Eye-area Cosmetics Market Size Forecast by Type (2027-2032) & (\$ millions)
- Table 61. Global Eye-area Cosmetics Market Size Forecast by Application (2027-2032) & (\$ millions)
- Table 62. Intercos Group Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors
- Table 63. Intercos Group Eye-area Cosmetics Product Offered
- Table 64. Intercos Group Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 65. Intercos Group Main Business
- Table 66. Intercos Group Latest Developments
- Table 67. Chromavis Fareva Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors
- Table 68. Chromavis Fareva Eye-area Cosmetics Product Offered
- Table 69. Chromavis Fareva Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 70. Chromavis Fareva Main Business
- Table 71. Chromavis Fareva Latest Developments
- Table 72. Ancorotti Cosmetics S.p.A. Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors
- Table 73. Ancorotti Cosmetics S.p.A. Eye-area Cosmetics Product Offered
- Table 74. Ancorotti Cosmetics S.p.A. Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 75. Ancorotti Cosmetics S.p.A. Main Business
- Table 76. Ancorotti Cosmetics S.p.A. Latest Developments
- Table 77. Schwan Cosmetics International GmbH Details, Company Type, Eye-area

## Cosmetics Area Served and Its Competitors

Table 78. Schwan Cosmetics International GmbH Eye-area Cosmetics Product Offered

Table 79. Schwan Cosmetics International GmbH Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 80. Schwan Cosmetics International GmbH Main Business

Table 81. Schwan Cosmetics International GmbH Latest Developments

Table 82. Gotha Cosmetics Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 83. Gotha Cosmetics Eye-area Cosmetics Product Offered

Table 84. Gotha Cosmetics Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 85. Gotha Cosmetics Main Business

Table 86. Gotha Cosmetics Latest Developments

Table 87. COSMAX Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 88. COSMAX Eye-area Cosmetics Product Offered

Table 89. COSMAX Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. COSMAX Main Business

Table 91. COSMAX Latest Developments

Table 92. Kolmar Korea Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 93. Kolmar Korea Eye-area Cosmetics Product Offered

Table 94. Kolmar Korea Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. Kolmar Korea Main Business

Table 96. Kolmar Korea Latest Developments

Table 97. COSMECCA KOREA Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 98. COSMECCA KOREA Eye-area Cosmetics Product Offered

Table 99. COSMECCA KOREA Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 100. COSMECCA KOREA Main Business

Table 101. COSMECCA KOREA Latest Developments

Table 102. kdc/one Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 103. kdc/one Eye-area Cosmetics Product Offered

Table 104. kdc/one Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 105. kdc/one Main Business

Table 106. kdc/one Latest Developments

Table 107. TOYO BEAUTY CO., LTD. Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 108. TOYO BEAUTY CO., LTD. Eye-area Cosmetics Product Offered

Table 109. TOYO BEAUTY CO., LTD. Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 110. TOYO BEAUTY CO., LTD. Main Business

Table 111. TOYO BEAUTY CO., LTD. Latest Developments

Table 112. Shanghai Beukay Cosmetics Co., Ltd. Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 113. Shanghai Beukay Cosmetics Co., Ltd. Eye-area Cosmetics Product Offered

Table 114. Shanghai Beukay Cosmetics Co., Ltd. Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 115. Shanghai Beukay Cosmetics Co., Ltd. Main Business

Table 116. Shanghai Beukay Cosmetics Co., Ltd. Latest Developments

Table 117. Weihai Longain Beauty Pencil Co., LTD Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 118. Weihai Longain Beauty Pencil Co., LTD Eye-area Cosmetics Product Offered

Table 119. Weihai Longain Beauty Pencil Co., LTD Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 120. Weihai Longain Beauty Pencil Co., LTD Main Business

Table 121. Weihai Longain Beauty Pencil Co., LTD Latest Developments

Table 122. Guangzhou Bijiang Cosmetics Co., Ltd. Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 123. Guangzhou Bijiang Cosmetics Co., Ltd. Eye-area Cosmetics Product Offered

Table 124. Guangzhou Bijiang Cosmetics Co., Ltd. Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 125. Guangzhou Bijiang Cosmetics Co., Ltd. Main Business

Table 126. Guangzhou Bijiang Cosmetics Co., Ltd. Latest Developments

Table 127. Nox Bellcow Cosmetics Co., Ltd. Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 128. Nox Bellcow Cosmetics Co., Ltd. Eye-area Cosmetics Product Offered

Table 129. Nox Bellcow Cosmetics Co., Ltd. Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 130. Nox Bellcow Cosmetics Co., Ltd. Main Business

Table 131. Nox Bellcow Cosmetics Co., Ltd. Latest Developments

Table 132. CARSLAN Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 133. CARSLAN Eye-area Cosmetics Product Offered

Table 134. CARSLAN Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 135. CARSLAN Main Business

Table 136. CARSLAN Latest Developments

Table 137. MAO GEPING COSMETICS CO., LTD. Details, Company Type, Eye-area Cosmetics Area Served and Its Competitors

Table 138. MAO GEPING COSMETICS CO., LTD. Eye-area Cosmetics Product Offered

Table 139. MAO GEPING COSMETICS CO., LTD. Eye-area Cosmetics Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 140. MAO GEPING COSMETICS CO., LTD. Main Business

Table 141. MAO GEPING COSMETICS CO., LTD. Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Eye-area Cosmetics Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Eye-area Cosmetics Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Eye-area Cosmetics Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Eye-area Cosmetics Sales Market Share by Country/Region (2025)
- Figure 8. Eye-area Cosmetics Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Eye-area Cosmetics Market Size Market Share by Type in 2025
- Figure 10. Global Eye-area Cosmetics Market Size Market Share by Format in 2025
- Figure 11. Global Eye-area Cosmetics Market Size Market Share by Sales Channel in 2025
- Figure 12. Eye-area Cosmetics in Home Use
- Figure 13. Global Eye-area Cosmetics Market: Home Use (2021-2026) & (\$ millions)
- Figure 14. Eye-area Cosmetics in Professional Studio
- Figure 15. Global Eye-area Cosmetics Market: Professional Studio (2021-2026) & (\$ millions)
- Figure 16. Eye-area Cosmetics in Others
- Figure 17. Global Eye-area Cosmetics Market: Others (2021-2026) & (\$ millions)
- Figure 18. Global Eye-area Cosmetics Market Size Market Share by Application in 2025
- Figure 19. Global Eye-area Cosmetics Revenue Market Share by Player in 2025
- Figure 20. Global Eye-area Cosmetics Market Size Market Share by Region (2021-2026)
- Figure 21. Americas Eye-area Cosmetics Market Size 2021-2026 (\$ millions)
- Figure 22. APAC Eye-area Cosmetics Market Size 2021-2026 (\$ millions)
- Figure 23. Europe Eye-area Cosmetics Market Size 2021-2026 (\$ millions)
- Figure 24. Middle East & Africa Eye-area Cosmetics Market Size 2021-2026 (\$ millions)
- Figure 25. Americas Eye-area Cosmetics Value Market Share by Country in 2025
- Figure 26. United States Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 27. Canada Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 28. Mexico Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 29. Brazil Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)

- Figure 30. APAC Eye-area Cosmetics Market Size Market Share by Region in 2025
- Figure 31. APAC Eye-area Cosmetics Market Size Market Share by Type (2021-2026)
- Figure 32. APAC Eye-area Cosmetics Market Size Market Share by Application (2021-2026)
- Figure 33. China Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 34. Japan Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 35. South Korea Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 36. Southeast Asia Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 37. India Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 38. Australia Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 39. Europe Eye-area Cosmetics Market Size Market Share by Country in 2025
- Figure 40. Europe Eye-area Cosmetics Market Size Market Share by Type (2021-2026)
- Figure 41. Europe Eye-area Cosmetics Market Size Market Share by Application (2021-2026)
- Figure 42. Germany Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 43. France Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 44. UK Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 45. Italy Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 46. Russia Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 47. Middle East & Africa Eye-area Cosmetics Market Size Market Share by Region (2021-2026)
- Figure 48. Middle East & Africa Eye-area Cosmetics Market Size Market Share by Type (2021-2026)
- Figure 49. Middle East & Africa Eye-area Cosmetics Market Size Market Share by Application (2021-2026)
- Figure 50. Egypt Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 51. South Africa Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 52. Israel Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 53. Turkey Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 54. GCC Countries Eye-area Cosmetics Market Size Growth 2021-2026 (\$ millions)
- Figure 55. Americas Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 56. APAC Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 57. Europe Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 58. Middle East & Africa Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 59. United States Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 60. Canada Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 61. Mexico Eye-area Cosmetics Market Size 2027-2032 (\$ millions)

- Figure 62. Brazil Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 63. China Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 64. Japan Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 65. Korea Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 66. Southeast Asia Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 67. India Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 68. Australia Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 69. Germany Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 70. France Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 71. UK Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 72. Italy Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 73. Russia Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 74. Egypt Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 75. South Africa Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 76. Israel Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 77. Turkey Eye-area Cosmetics Market Size 2027-2032 (\$ millions)
- Figure 78. Global Eye-area Cosmetics Market Size Market Share Forecast by Type (2027-2032)
- Figure 79. Global Eye-area Cosmetics Market Size Market Share Forecast by Application (2027-2032)
- Figure 80. GCC Countries Eye-area Cosmetics Market Size 2027-2032 (\$ millions)

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