

Global Eye Makeup Market Growth 2025-2031

<https://marketpublishers.com/r/GF27D2967197EN.html>

Date: January 2025

Pages: 127

Price: US\$ 3,660.00 (Single User License)

ID: GF27D2967197EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Eye Makeup market size is predicted to grow from US\$ 18200 million in 2025 to US\$ 27880 million in 2031; it is expected to grow at a CAGR of 7.4% from 2025 to 2031.

Eye Makeup is specially designed for the eyes and the surrounding parts of the eyes to make the eyes more beautiful and achieve a more beautiful overall look.

Global Eye Makeup key players include L'Oreal, Estee Lauder, LVMH, etc. Global top three manufacturers hold a share about 25%.

North America is the largest market, with a share about 30%, followed by Europe and China, both have a share about 40 percent.

In terms of product, Eyeshadow is the largest segment, with a share about 70%. And in terms of application, the largest application is Supermarket and Shopping Mall, followed by Specialty Retailers.

LP Information, Inc. (LPI) ' newest research report, the "Eye Makeup Industry Forecast" looks at past sales and reviews total world Eye Makeup sales in 2024, providing a comprehensive analysis by region and market sector of projected Eye Makeup sales for 2025 through 2031. With Eye Makeup sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Eye Makeup industry.

This Insight Report provides a comprehensive analysis of the global Eye Makeup landscape and highlights key trends related to product segmentation, company

formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Eye Makeup portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Eye Makeup market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Eye Makeup 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 Makeup.

This report presents a comprehensive overview, market shares, and growth opportunities of Eye Makeup market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Eyeshadow

Eyeliner

False Lashes

Others

Segmentation by Application:

Supermarket

Specialty Retailers

Online

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 analysing the company's coverage, product portfolio, its market penetration.

L'Oreal

Estee Lauder

LVMH

SHISEIDO

Amore Pacific

Chanel

Avon

Revlon

Mary Kay

Amway

Sisley

Elf

Kate

Coty

Kose

Carslan

Mariedalgar

Lansur

Maogeping

Key Questions Addressed in this Report

What is the 10-year outlook for the global Eye Makeup market?

What factors are driving Eye Makeup market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Eye Makeup market opportunities vary by end market size?

How does Eye Makeup break out by Type, by Application?

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