

Global Men's Eyebrow Pencil Market Growth 2026-2032

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Abstracts

The global Men's Eyebrow Pencil market size is predicted to grow from US\$ 893 million in 2025 to US\$ 1582 million in 2032; it is expected to grow at a CAGR of 8.6% from 2026 to 2032.

Men's eyebrow pencils are cosmetic products specifically designed for men's eyebrow features. They color and fill in sparse areas, shape the brows, and improve sparse, light-colored, or unruly eyebrows. They emphasize a natural, natural look, low-makeup appearance, and ease of use, catering to men's natural brow needs.

The core ingredients of men's eyebrow pencils include coloring agents (iron oxide, charcoal black powder, inorganic pigments), base ingredients (synthetic waxes, natural waxes, oils, emulsifiers, thickeners), and functional ingredients (sweat-resistant ingredients, moisturizing and soothing agents, preservatives). Downstream sales channels are primarily online, supplemented by offline channels.

In 2025, global sales of men's eyebrow pencils reached 108 million units, with a production capacity of approximately 138 million units. The average selling price was \$8.45 per unit, and the average gross profit margin was 65%.

United States market for Men's Eyebrow Pencil is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Men's Eyebrow Pencil is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Men's Eyebrow Pencil is estimated to increase from US\$ million in

2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Men's Eyebrow Pencil players cover L'Oréal, Shiseido, Estée Lauder, Chanel, AmorePacific, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Men's Eyebrow Pencil 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 Men's Eyebrow Pencil portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Men's Eyebrow Pencil market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Men's Eyebrow Pencil 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 Men's Eyebrow Pencil.

This report presents a comprehensive overview, market shares, and growth opportunities of Men's Eyebrow Pencil market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Brown

Black

Gray

Other

Segmentation by Pen Lead Shapes:

Scissor-Shaped

Triangular

Multi-pronged

Segmentation by Pen Lead Diameter:

?1.5mm

1.5-3.0mm

?3.0mm

Segmentation by Application:

Online Sales

Offline Sales

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'Oréal

Shiseido

Estée Lauder

Chanel

AmorePacific

Guangzhou Mizi Cosmetics

AMR

Mentholatum

Guangzhou JVR Music

Shenzhen Liran Cosmetics

Key Questions Addressed in this Report

What is the 10-year outlook for the global Men's Eyebrow Pencil market?

What factors are driving Men's Eyebrow Pencil market growth, globally and by region?

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

How do Men's Eyebrow Pencil market opportunities vary by end market size?

How does Men's Eyebrow Pencil break out by Type, by Application?

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