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Global Steam Heated Eye Masks Market Growth 2026-2032

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Abstracts

The global Steam Heated Eye Masks market size is predicted to grow from US$ 335 million in 2025 to US$ 427 million in 2032; it is expected to grow at a CAGR of 3.6% from 2026 to 2032.

In 2024, global sales of Steam Heated Eye Masks reached approximately 110 million units, with an average market price of about USD 3 per unit, an annual production capacity of roughly 170 million units, and an industry-average gross margin of approximately 44%.

Steam Heated Eye Masks are short-use or disposable wellness products featuring a built-in self-heating layer or reaction material that generates warm steam around the eye region (typically 40–45 °C) when opened. They are designed to relieve eye fatigue, dryness, strain from screens, or to provide a relaxation spa-like experience. The product is typically composed of non-woven fabric substrate, the heating/steam layer, optional aroma or medicinal micro-additives, and single-use packaging. Its supply chain is structured as follows: upstream includes suppliers of heating chemicals, non-woven fabrics, fragrances/medicinal additives; down-stream includes e-commerce platforms, pharmacy/beauty retail chains, travel retail channels and end-consumers. Regarding cost structure, raw materials account for about 55% of total cost, labour & equipment depreciation about 20%, packaging & logistics about 15%, and marketing & channel fees around 10%. In terms of downstream consumption, based on global user groups and usage frequency, heavy screen-use individuals are estimated to use on average 6–10 masks per year, although actual usage varies by region, culture and work intensity.

United States market for Steam Heated Eye Masks is estimated to increase from US$

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

China market for Steam Heated Eye Masks 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 Steam Heated Eye Masks is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Steam Heated Eye Masks players cover Kao, Carl Zeiss, Renhe, Yunnan Baiyao, Jiangxi Zhenshiming, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Steam Heated Eye Masks 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 Steam Heated Eye Masks portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Steam Heated Eye Masks market.

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

This report presents a comprehensive overview, market shares, and growth

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opportunities of Steam Heated Eye Masks market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Disposable

Reusable

Segmentation by Sales Channels:

Online

Offline

Segmentation by Application:

Adult Use

Children's Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

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APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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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.

Kao

Carl Zeiss

Renhe

Yunnan Baiyao

Jiangxi Zhenshiming

PIN6

Hebei Feifan Biotechnology

MINISO

Chaoya

Key Questions Addressed in this Report

What is the 10-year outlook for the global Steam Heated Eye Masks market?

What factors are driving Steam Heated Eye Masks market growth, globally and by region?

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

How do Steam Heated Eye Masks market opportunities vary by end market size?

How does Steam Heated Eye Masks break out by Type, by Application?

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