

# Global Waterproof Colored Mascara Market Growth 2026-2032

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## Abstracts

The global Waterproof Colored Mascara market size is predicted to grow from US\$ 3057 million in 2025 to US\$ 4007 million in 2032; it is expected to grow at a CAGR of 3.8% from 2026 to 2032.

Waterproof Colored Mascara is a cosmetic eye makeup product formulated with water-resistant film-formers, waxes, pigments, and polymers that coat the eyelashes to provide long-lasting color, volume, length, and curl while resisting smudging, sweat, tears, humidity, and sebum. It is available in multiple shades beyond traditional black—such as blue, brown, purple, green, and specialty fashion colors—and is widely used in consumer beauty routines, professional makeup artistry, and long-wear performance applications.

The Waterproof Colored Mascara industry chain begins upstream with suppliers of pigments, waterproof polymers, film formers, waxes, emulsifiers, preservatives, brushes, and packaging components; moves midstream through cosmetic manufacturers that conduct formulation development, pigment dispersion, emulsification, batching, filling, brush assembly, compatibility testing, and stability evaluation; and extends downstream to brand owners, wholesalers, retailers, e-commerce platforms, beauty salons, and end consumers who purchase and apply waterproof colored mascara for daily use, professional makeup, long-wear performance, and cosmetic enhancement across global mass-market and premium beauty segments.

Ongoing and planned projects include expansion of waterproof cosmetics manufacturing lines in Asia and Europe, investment in clean-room automated filling equipment for mascaras, R&D programs focused on biodegradable film formers and microplastic-free waterproof systems, development of vegan and sensitivity-tested color

formulations, new color-matching and pigment-dispersion centers, upgrades to packaging facilities for eco-friendly PCR (post-consumer recycled) mascara tubes, and regional distribution hubs to support fast-growing e-commerce beauty demand across North America, Southeast Asia, Latin America, and the Middle East.

2025 Global Market sales Volume: 1.25 billion units, Average Global Market Price: USD 2.5 per unit, Market Average Gross Profit Margin: 50%.

United States market for Waterproof Colored Mascara 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 Waterproof Colored Mascara 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 Waterproof Colored Mascara is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Waterproof Colored Mascara players cover L'Oreal, Estee Lauder, LVHM, CITY COLOR COSMETICS, Avon, 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 "Waterproof Colored Mascara Industry Forecast" looks at past sales and reviews total world Waterproof Colored Mascara sales in 2025, providing a comprehensive analysis by region and market sector of projected Waterproof Colored Mascara sales for 2026 through 2032. With Waterproof Colored Mascara sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Waterproof Colored Mascara industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Waterproof Colored Mascara 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 Waterproof Colored Mascara.

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

### **Segmentation by Type:**

Standard Colors (Black, Brown)

Vibrant Colors (Blue, Purple, Green)

Metallic or Pearl-Effect Colored

Others

### **Segmentation by Functional Performance:**

Waterproof Long-Wear Mascara

Smudge-Proof and Sweat-Proof Mascara

Volumizing Waterproof Mascara

Lengthening / Curling Waterproof Mascara

### **Segmentation by Product Format:**

Classic Brush Mascara

Silicone or Molded Brush Mascara

Tubing Waterproof Mascara

Others

**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'Oreal

Estee Lauder

LVHM

CITY COLOR COSMETICS

Avon

Shiseido

Kering(Yves Saint Laurent)

Missha/Able C&C Co., Ltd

Revlon

Oriflame Cosmetics/Walnut Bidco Plc

Groupe Rocher

Kose Corp

Marie Dalgar

ColourPop Cosmetics

### **Key Questions Addressed in this Report**

What is the 10-year outlook for the global Waterproof Colored Mascara market?

What factors are driving Waterproof Colored Mascara market growth, globally and by region?

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

How do Waterproof Colored Mascara market opportunities vary by end market size?

How does Waterproof Colored Mascara break out by Type, by Application?

## 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 Waterproof Colored Mascara Annual Sales 2021-2032

- 2.1.2 World Current & Future Analysis for Waterproof Colored Mascara by Geographic Region, 2021, 2025 & 2032

- 2.1.3 World Current & Future Analysis for Waterproof Colored Mascara by Country/Region, 2021, 2025 & 2032

#### 2.2 Waterproof Colored Mascara Segment by Type

- 2.2.1 Standard Colors (Black, Brown)

- 2.2.2 Vibrant Colors (Blue, Purple, Green)

- 2.2.3 Metallic or Pearl-Effect Colored

- 2.2.4 Others

- 2.2.5 Waterproof Colored Mascara Sales by Type

- 2.2.5.1 Global Waterproof Colored Mascara Sales Market Share by Type (2021-2026)

- 2.2.5.2 Global Waterproof Colored Mascara Revenue and Market Share by Type (2021-2026)

- 2.2.5.3 Global Waterproof Colored Mascara Sale Price by Type (2021-2026)

#### 2.3 Waterproof Colored Mascara Segment by Functional Performance

- 2.3.1 Waterproof Long-Wear Mascara

- 2.3.2 Smudge-Proof and Sweat-Proof Mascara

- 2.3.3 Volumizing Waterproof Mascara

- 2.3.4 Lengthening / Curling Waterproof Mascara

- 2.3.5 Waterproof Colored Mascara Sales by Functional Performance

- 2.3.5.1 Global Waterproof Colored Mascara Sales Market Share by Functional

## Performance (2021-2026)

2.3.5.2 Global Waterproof Colored Mascara Revenue and Market Share by Functional Performance (2021-2026)

2.3.5.3 Global Waterproof Colored Mascara Sale Price by Functional Performance (2021-2026)

## 2.4 Waterproof Colored Mascara Segment by Product Format

2.4.1 Classic Brush Mascara

2.4.2 Silicone or Molded Brush Mascara

2.4.3 Tubing Waterproof Mascara

2.4.4 Others

2.4.5 Waterproof Colored Mascara Sales by Product Format

2.4.5.1 Global Waterproof Colored Mascara Sales Market Share by Product Format (2021-2026)

2.4.5.2 Global Waterproof Colored Mascara Revenue and Market Share by Product Format (2021-2026)

2.4.5.3 Global Waterproof Colored Mascara Sale Price by Product Format (2021-2026)

## 2.5 Waterproof Colored Mascara Segment by Application

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Waterproof Colored Mascara Sales by Application

2.5.3.1 Global Waterproof Colored Mascara Sale Market Share by Application (2021-2026)

2.5.3.2 Global Waterproof Colored Mascara Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Waterproof Colored Mascara Sale Price by Application (2021-2026)

## **3 GLOBAL BY COMPANY**

### 3.1 Global Waterproof Colored Mascara Breakdown Data by Company

3.1.1 Global Waterproof Colored Mascara Annual Sales by Company (2021-2026)

3.1.2 Global Waterproof Colored Mascara Sales Market Share by Company (2021-2026)

### 3.2 Global Waterproof Colored Mascara Annual Revenue by Company (2021-2026)

3.2.1 Global Waterproof Colored Mascara Revenue by Company (2021-2026)

3.2.2 Global Waterproof Colored Mascara Revenue Market Share by Company (2021-2026)

### 3.3 Global Waterproof Colored Mascara Sale Price by Company

### 3.4 Key Manufacturers Waterproof Colored Mascara Producing Area Distribution, Sales

## Area, Product Type

3.4.1 Key Manufacturers Waterproof Colored Mascara Product Location Distribution

3.4.2 Players Waterproof Colored Mascara Products Offered

## 3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

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

## 3.6 New Products and Potential Entrants

## 3.7 Market M&A Activity & Strategy

# **4 WORLD HISTORIC REVIEW FOR WATERPROOF COLORED MASCARA BY GEOGRAPHIC REGION**

## 4.1 World Historic Waterproof Colored Mascara Market Size by Geographic Region (2021-2026)

4.1.1 Global Waterproof Colored Mascara Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Waterproof Colored Mascara Annual Revenue by Geographic Region (2021-2026)

## 4.2 World Historic Waterproof Colored Mascara Market Size by Country/Region (2021-2026)

4.2.1 Global Waterproof Colored Mascara Annual Sales by Country/Region (2021-2026)

4.2.2 Global Waterproof Colored Mascara Annual Revenue by Country/Region (2021-2026)

## 4.3 Americas Waterproof Colored Mascara Sales Growth

## 4.4 APAC Waterproof Colored Mascara Sales Growth

## 4.5 Europe Waterproof Colored Mascara Sales Growth

## 4.6 Middle East & Africa Waterproof Colored Mascara Sales Growth

# **5 AMERICAS**

## 5.1 Americas Waterproof Colored Mascara Sales by Country

5.1.1 Americas Waterproof Colored Mascara Sales by Country (2021-2026)

5.1.2 Americas Waterproof Colored Mascara Revenue by Country (2021-2026)

## 5.2 Americas Waterproof Colored Mascara Sales by Type (2021-2026)

## 5.3 Americas Waterproof Colored Mascara Sales by Application (2021-2026)

## 5.4 United States

## 5.5 Canada

## 5.6 Mexico

## 5.7 Brazil

## 6 APAC

### 6.1 APAC Waterproof Colored Mascara Sales by Region

6.1.1 APAC Waterproof Colored Mascara Sales by Region (2021-2026)

6.1.2 APAC Waterproof Colored Mascara Revenue by Region (2021-2026)

### 6.2 APAC Waterproof Colored Mascara Sales by Type (2021-2026)

### 6.3 APAC Waterproof Colored Mascara Sales by Application (2021-2026)

#### 6.4 China

#### 6.5 Japan

#### 6.6 South Korea

#### 6.7 Southeast Asia

#### 6.8 India

#### 6.9 Australia

#### 6.10 China Taiwan

## 7 EUROPE

### 7.1 Europe Waterproof Colored Mascara by Country

7.1.1 Europe Waterproof Colored Mascara Sales by Country (2021-2026)

7.1.2 Europe Waterproof Colored Mascara Revenue by Country (2021-2026)

### 7.2 Europe Waterproof Colored Mascara Sales by Type (2021-2026)

### 7.3 Europe Waterproof Colored Mascara Sales 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 Waterproof Colored Mascara by Country

8.1.1 Middle East & Africa Waterproof Colored Mascara Sales by Country (2021-2026)

8.1.2 Middle East & Africa Waterproof Colored Mascara Revenue by Country (2021-2026)

### 8.2 Middle East & Africa Waterproof Colored Mascara Sales by Type (2021-2026)

### 8.3 Middle East & Africa Waterproof Colored Mascara Sales 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 MANUFACTURING COST STRUCTURE ANALYSIS**

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Waterproof Colored Mascara

10.3 Manufacturing Process Analysis of Waterproof Colored Mascara

10.4 Industry Chain Structure of Waterproof Colored Mascara

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Waterproof Colored Mascara Distributors

11.3 Waterproof Colored Mascara Customer

## **12 WORLD FORECAST REVIEW FOR WATERPROOF COLORED MASCARA BY GEOGRAPHIC REGION**

12.1 Global Waterproof Colored Mascara Market Size Forecast by Region

12.1.1 Global Waterproof Colored Mascara Forecast by Region (2027-2032)

12.1.2 Global Waterproof Colored Mascara Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Waterproof Colored Mascara Forecast by Type (2027-2032)

12.7 Global Waterproof Colored Mascara Forecast by Application (2027-2032)

## 13 KEY PLAYERS ANALYSIS

### 13.1 L'Oreal

13.1.1 L'Oreal Company Information

13.1.2 L'Oreal Waterproof Colored Mascara Product Portfolios and Specifications

13.1.3 L'Oreal Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 L'Oreal Main Business Overview

13.1.5 L'Oreal Latest Developments

### 13.2 Estee Lauder

13.2.1 Estee Lauder Company Information

13.2.2 Estee Lauder Waterproof Colored Mascara Product Portfolios and Specifications

13.2.3 Estee Lauder Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Estee Lauder Main Business Overview

13.2.5 Estee Lauder Latest Developments

### 13.3 LVHM

13.3.1 LVHM Company Information

13.3.2 LVHM Waterproof Colored Mascara Product Portfolios and Specifications

13.3.3 LVHM Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 LVHM Main Business Overview

13.3.5 LVHM Latest Developments

### 13.4 CITY COLOR COSMETICS

13.4.1 CITY COLOR COSMETICS Company Information

13.4.2 CITY COLOR COSMETICS Waterproof Colored Mascara Product Portfolios and Specifications

13.4.3 CITY COLOR COSMETICS Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 CITY COLOR COSMETICS Main Business Overview

13.4.5 CITY COLOR COSMETICS Latest Developments

### 13.5 Avon

13.5.1 Avon Company Information

13.5.2 Avon Waterproof Colored Mascara Product Portfolios and Specifications

13.5.3 Avon Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Avon Main Business Overview

- 13.5.5 Avon Latest Developments
- 13.6 Shiseido
  - 13.6.1 Shiseido Company Information
  - 13.6.2 Shiseido Waterproof Colored Mascara Product Portfolios and Specifications
  - 13.6.3 Shiseido Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.6.4 Shiseido Main Business Overview
  - 13.6.5 Shiseido Latest Developments
- 13.7 Kering(Yves Saint Laurent)
  - 13.7.1 Kering(Yves Saint Laurent) Company Information
  - 13.7.2 Kering(Yves Saint Laurent) Waterproof Colored Mascara Product Portfolios and Specifications
  - 13.7.3 Kering(Yves Saint Laurent) Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.7.4 Kering(Yves Saint Laurent) Main Business Overview
  - 13.7.5 Kering(Yves Saint Laurent) Latest Developments
- 13.8 Missha/Able C&C Co., Ltd
  - 13.8.1 Missha/Able C&C Co., Ltd Company Information
  - 13.8.2 Missha/Able C&C Co., Ltd Waterproof Colored Mascara Product Portfolios and Specifications
  - 13.8.3 Missha/Able C&C Co., Ltd Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.8.4 Missha/Able C&C Co., Ltd Main Business Overview
  - 13.8.5 Missha/Able C&C Co., Ltd Latest Developments
- 13.9 Revlon
  - 13.9.1 Revlon Company Information
  - 13.9.2 Revlon Waterproof Colored Mascara Product Portfolios and Specifications
  - 13.9.3 Revlon Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.9.4 Revlon Main Business Overview
  - 13.9.5 Revlon Latest Developments
- 13.10 Oriflame Cosmetics/Walnut Bidco Plc
  - 13.10.1 Oriflame Cosmetics/Walnut Bidco Plc Company Information
  - 13.10.2 Oriflame Cosmetics/Walnut Bidco Plc Waterproof Colored Mascara Product Portfolios and Specifications
  - 13.10.3 Oriflame Cosmetics/Walnut Bidco Plc Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.10.4 Oriflame Cosmetics/Walnut Bidco Plc Main Business Overview
  - 13.10.5 Oriflame Cosmetics/Walnut Bidco Plc Latest Developments

### 13.11 Groupe Rocher

13.11.1 Groupe Rocher Company Information

13.11.2 Groupe Rocher Waterproof Colored Mascara Product Portfolios and Specifications

13.11.3 Groupe Rocher Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Groupe Rocher Main Business Overview

13.11.5 Groupe Rocher Latest Developments

### 13.12 Kose Corp

13.12.1 Kose Corp Company Information

13.12.2 Kose Corp Waterproof Colored Mascara Product Portfolios and Specifications

13.12.3 Kose Corp Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Kose Corp Main Business Overview

13.12.5 Kose Corp Latest Developments

### 13.13 Marie Dalgar

13.13.1 Marie Dalgar Company Information

13.13.2 Marie Dalgar Waterproof Colored Mascara Product Portfolios and Specifications

13.13.3 Marie Dalgar Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Marie Dalgar Main Business Overview

13.13.5 Marie Dalgar Latest Developments

### 13.14 ColourPop Cosmetics

13.14.1 ColourPop Cosmetics Company Information

13.14.2 ColourPop Cosmetics Waterproof Colored Mascara Product Portfolios and Specifications

13.14.3 ColourPop Cosmetics Waterproof Colored Mascara Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 ColourPop Cosmetics Main Business Overview

13.14.5 ColourPop Cosmetics Latest Developments

## **14 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1. Waterproof Colored Mascara Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Waterproof Colored Mascara Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Standard Colors (Black, Brown)

Table 4. Major Players of Vibrant Colors (Blue, Purple, Green)

Table 5. Major Players of Metallic or Pearl-Effect Colored

Table 6. Major Players of Others

Table 7. Global Waterproof Colored Mascara Sales by Type (2021-2026) & (K Units)

Table 8. Global Waterproof Colored Mascara Sales Market Share by Type (2021-2026)

Table 9. Global Waterproof Colored Mascara Revenue by Type (2021-2026) & (\$ million)

Table 10. Global Waterproof Colored Mascara Revenue Market Share by Type (2021-2026)

Table 11. Global Waterproof Colored Mascara Sale Price by Type (2021-2026) & (US\$/Unit)

Table 12. Major Players of Waterproof Long-Wear Mascara

Table 13. Major Players of Smudge-Proof and Sweat-Proof Mascara

Table 14. Major Players of Volumizing Waterproof Mascara

Table 15. Major Players of Lengthening / Curling Waterproof Mascara

Table 16. Global Waterproof Colored Mascara Sales by Functional Performance (2021-2026) & (K Units)

Table 17. Global Waterproof Colored Mascara Sales Market Share by Functional Performance (2021-2026)

Table 18. Global Waterproof Colored Mascara Revenue by Functional Performance (2021-2026) & (\$ million)

Table 19. Global Waterproof Colored Mascara Revenue Market Share by Functional Performance (2021-2026)

Table 20. Global Waterproof Colored Mascara Sale Price by Functional Performance (2021-2026) & (US\$/Unit)

Table 21. Major Players of Classic Brush Mascara

Table 22. Major Players of Silicone or Molded Brush Mascara

Table 23. Major Players of Tubing Waterproof Mascara

Table 24. Major Players of Others

Table 25. Global Waterproof Colored Mascara Sales by Product Format (2021-2026) &

(K Units)

Table 26. Global Waterproof Colored Mascara Sales Market Share by Product Format (2021-2026)

Table 27. Global Waterproof Colored Mascara Revenue by Product Format (2021-2026) & (\$ million)

Table 28. Global Waterproof Colored Mascara Revenue Market Share by Product Format (2021-2026)

Table 29. Global Waterproof Colored Mascara Sale Price by Product Format (2021-2026) & (US\$/Unit)

Table 30. Global Waterproof Colored Mascara Sale by Application (2021-2026) & (K Units)

Table 31. Global Waterproof Colored Mascara Sale Market Share by Application (2021-2026)

Table 32. Global Waterproof Colored Mascara Revenue by Application (2021-2026) & (\$ million)

Table 33. Global Waterproof Colored Mascara Revenue Market Share by Application (2021-2026)

Table 34. Global Waterproof Colored Mascara Sale Price by Application (2021-2026) & (US\$/Unit)

Table 35. Global Waterproof Colored Mascara Sales by Company (2021-2026) & (K Units)

Table 36. Global Waterproof Colored Mascara Sales Market Share by Company (2021-2026)

Table 37. Global Waterproof Colored Mascara Revenue by Company (2021-2026) & (\$ millions)

Table 38. Global Waterproof Colored Mascara Revenue Market Share by Company (2021-2026)

Table 39. Global Waterproof Colored Mascara Sale Price by Company (2021-2026) & (US\$/Unit)

Table 40. Key Manufacturers Waterproof Colored Mascara Producing Area Distribution and Sales Area

Table 41. Players Waterproof Colored Mascara Products Offered

Table 42. Waterproof Colored Mascara Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 43. New Products and Potential Entrants

Table 44. Market M&A Activity & Strategy

Table 45. Global Waterproof Colored Mascara Sales by Geographic Region (2021-2026) & (K Units)

Table 46. Global Waterproof Colored Mascara Sales Market Share Geographic Region

(2021-2026)

Table 47. Global Waterproof Colored Mascara Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 48. Global Waterproof Colored Mascara Revenue Market Share by Geographic Region (2021-2026)

Table 49. Global Waterproof Colored Mascara Sales by Country/Region (2021-2026) & (K Units)

Table 50. Global Waterproof Colored Mascara Sales Market Share by Country/Region (2021-2026)

Table 51. Global Waterproof Colored Mascara Revenue by Country/Region (2021-2026) & (\$ millions)

Table 52. Global Waterproof Colored Mascara Revenue Market Share by Country/Region (2021-2026)

Table 53. Americas Waterproof Colored Mascara Sales by Country (2021-2026) & (K Units)

Table 54. Americas Waterproof Colored Mascara Sales Market Share by Country (2021-2026)

Table 55. Americas Waterproof Colored Mascara Revenue by Country (2021-2026) & (\$ millions)

Table 56. Americas Waterproof Colored Mascara Sales by Type (2021-2026) & (K Units)

Table 57. Americas Waterproof Colored Mascara Sales by Application (2021-2026) & (K Units)

Table 58. APAC Waterproof Colored Mascara Sales by Region (2021-2026) & (K Units)

Table 59. APAC Waterproof Colored Mascara Sales Market Share by Region (2021-2026)

Table 60. APAC Waterproof Colored Mascara Revenue by Region (2021-2026) & (\$ millions)

Table 61. APAC Waterproof Colored Mascara Sales by Type (2021-2026) & (K Units)

Table 62. APAC Waterproof Colored Mascara Sales by Application (2021-2026) & (K Units)

Table 63. Europe Waterproof Colored Mascara Sales by Country (2021-2026) & (K Units)

Table 64. Europe Waterproof Colored Mascara Revenue by Country (2021-2026) & (\$ millions)

Table 65. Europe Waterproof Colored Mascara Sales by Type (2021-2026) & (K Units)

Table 66. Europe Waterproof Colored Mascara Sales by Application (2021-2026) & (K Units)

Table 67. Middle East & Africa Waterproof Colored Mascara Sales by Country

(2021-2026) & (K Units)

Table 68. Middle East & Africa Waterproof Colored Mascara Revenue Market Share by Country (2021-2026)

Table 69. Middle East & Africa Waterproof Colored Mascara Sales by Type (2021-2026) & (K Units)

Table 70. Middle East & Africa Waterproof Colored Mascara Sales by Application (2021-2026) & (K Units)

Table 71. Key Market Drivers & Growth Opportunities of Waterproof Colored Mascara

Table 72. Key Market Challenges & Risks of Waterproof Colored Mascara

Table 73. Key Industry Trends of Waterproof Colored Mascara

Table 74. Waterproof Colored Mascara Raw Material

Table 75. Key Suppliers of Raw Materials

Table 76. Waterproof Colored Mascara Distributors List

Table 77. Waterproof Colored Mascara Customer List

Table 78. Global Waterproof Colored Mascara Sales Forecast by Region (2027-2032) & (K Units)

Table 79. Global Waterproof Colored Mascara Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Americas Waterproof Colored Mascara Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Americas Waterproof Colored Mascara Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. APAC Waterproof Colored Mascara Sales Forecast by Region (2027-2032) & (K Units)

Table 83. APAC Waterproof Colored Mascara Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 84. Europe Waterproof Colored Mascara Sales Forecast by Country (2027-2032) & (K Units)

Table 85. Europe Waterproof Colored Mascara Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 86. Middle East & Africa Waterproof Colored Mascara Sales Forecast by Country (2027-2032) & (K Units)

Table 87. Middle East & Africa Waterproof Colored Mascara Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 88. Global Waterproof Colored Mascara Sales Forecast by Type (2027-2032) & (K Units)

Table 89. Global Waterproof Colored Mascara Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 90. Global Waterproof Colored Mascara Sales Forecast by Application

(2027-2032) & (K Units)

Table 91. Global Waterproof Colored Mascara Revenue Forecast by Application  
(2027-2032) & (\$ millions)

Table 92. L'Oreal Basic Information, Waterproof Colored Mascara Manufacturing Base,  
Sales Area and Its Competitors

Table 93. L'Oreal Waterproof Colored Mascara Product Portfolios and Specifications

Table 94. L'Oreal Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million),  
Price (US\$/Unit) and Gross Margin (2021-2026)

Table 95. L'Oreal Main Business

Table 96. L'Oreal Latest Developments

Table 97. Estee Lauder Basic Information, Waterproof Colored Mascara Manufacturing  
Base, Sales Area and Its Competitors

Table 98. Estee Lauder Waterproof Colored Mascara Product Portfolios and  
Specifications

Table 99. Estee Lauder Waterproof Colored Mascara Sales (K Units), Revenue (\$  
Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 100. Estee Lauder Main Business

Table 101. Estee Lauder Latest Developments

Table 102. LVHM Basic Information, Waterproof Colored Mascara Manufacturing Base,  
Sales Area and Its Competitors

Table 103. LVHM Waterproof Colored Mascara Product Portfolios and Specifications

Table 104. LVHM Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million),  
Price (US\$/Unit) and Gross Margin (2021-2026)

Table 105. LVHM Main Business

Table 106. LVHM Latest Developments

Table 107. CITY COLOR COSMETICS Basic Information, Waterproof Colored Mascara  
Manufacturing Base, Sales Area and Its Competitors

Table 108. CITY COLOR COSMETICS Waterproof Colored Mascara Product Portfolios  
and Specifications

Table 109. CITY COLOR COSMETICS Waterproof Colored Mascara Sales (K Units),  
Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 110. CITY COLOR COSMETICS Main Business

Table 111. CITY COLOR COSMETICS Latest Developments

Table 112. Avon Basic Information, Waterproof Colored Mascara Manufacturing Base,  
Sales Area and Its Competitors

Table 113. Avon Waterproof Colored Mascara Product Portfolios and Specifications

Table 114. Avon Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million),  
Price (US\$/Unit) and Gross Margin (2021-2026)

Table 115. Avon Main Business

Table 116. Avon Latest Developments

Table 117. Shiseido Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors

Table 118. Shiseido Waterproof Colored Mascara Product Portfolios and Specifications

Table 119. Shiseido Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 120. Shiseido Main Business

Table 121. Shiseido Latest Developments

Table 122. Kering(Yves Saint Laurent) Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors

Table 123. Kering(Yves Saint Laurent) Waterproof Colored Mascara Product Portfolios and Specifications

Table 124. Kering(Yves Saint Laurent) Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 125. Kering(Yves Saint Laurent) Main Business

Table 126. Kering(Yves Saint Laurent) Latest Developments

Table 127. Missha/Able C&C Co., Ltd Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors

Table 128. Missha/Able C&C Co., Ltd Waterproof Colored Mascara Product Portfolios and Specifications

Table 129. Missha/Able C&C Co., Ltd Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 130. Missha/Able C&C Co., Ltd Main Business

Table 131. Missha/Able C&C Co., Ltd Latest Developments

Table 132. Revlon Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors

Table 133. Revlon Waterproof Colored Mascara Product Portfolios and Specifications

Table 134. Revlon Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 135. Revlon Main Business

Table 136. Revlon Latest Developments

Table 137. Oriflame Cosmetics/Walnut Bidco Plc Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors

Table 138. Oriflame Cosmetics/Walnut Bidco Plc Waterproof Colored Mascara Product Portfolios and Specifications

Table 139. Oriflame Cosmetics/Walnut Bidco Plc Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 140. Oriflame Cosmetics/Walnut Bidco Plc Main Business

Table 141. Oriflame Cosmetics/Walnut Bidco Plc Latest Developments

- Table 142. Groupe Rocher Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors
- Table 143. Groupe Rocher Waterproof Colored Mascara Product Portfolios and Specifications
- Table 144. Groupe Rocher Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 145. Groupe Rocher Main Business
- Table 146. Groupe Rocher Latest Developments
- Table 147. Kose Corp Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors
- Table 148. Kose Corp Waterproof Colored Mascara Product Portfolios and Specifications
- Table 149. Kose Corp Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 150. Kose Corp Main Business
- Table 151. Kose Corp Latest Developments
- Table 152. Marie Dalgar Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors
- Table 153. Marie Dalgar Waterproof Colored Mascara Product Portfolios and Specifications
- Table 154. Marie Dalgar Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 155. Marie Dalgar Main Business
- Table 156. Marie Dalgar Latest Developments
- Table 157. ColourPop Cosmetics Basic Information, Waterproof Colored Mascara Manufacturing Base, Sales Area and Its Competitors
- Table 158. ColourPop Cosmetics Waterproof Colored Mascara Product Portfolios and Specifications
- Table 159. ColourPop Cosmetics Waterproof Colored Mascara Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 160. ColourPop Cosmetics Main Business
- Table 161. ColourPop Cosmetics Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Picture of Waterproof Colored Mascara

Figure 2. Waterproof Colored Mascara Report Years Considered

Figure 3. Research Objectives

Figure 4. Research Methodology

Figure 5. Research Process and Data Source

Figure 6. Global Waterproof Colored Mascara Sales Growth Rate 2021-2032 (K Units)

Figure 7. Global Waterproof Colored Mascara Revenue Growth Rate 2021-2032 (\$ millions)

Figure 8. Waterproof Colored Mascara Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 9. Waterproof Colored Mascara Sales Market Share by Country/Region (2025)

Figure 10. Waterproof Colored Mascara Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 11. Product Picture of Standard Colors (Black, Brown)

Figure 12. Product Picture of Vibrant Colors (Blue, Purple, Green)

Figure 13. Product Picture of Metallic or Pearl-Effect Colored

Figure 14. Product Picture of Others

Figure 15. Global Waterproof Colored Mascara Sales Market Share by Type in 2026

Figure 16. Global Waterproof Colored Mascara Revenue Market Share by Type (2021-2026)

Figure 17. Product Picture of Waterproof Long-Wear Mascara

Figure 18. Product Picture of Smudge-Proof and Sweat-Proof Mascara

Figure 19. Product Picture of Volumizing Waterproof Mascara

Figure 20. Product Picture of Lengthening / Curling Waterproof Mascara

Figure 21. Global Waterproof Colored Mascara Sales Market Share by Functional Performance in 2026

Figure 22. Global Waterproof Colored Mascara Revenue Market Share by Functional Performance (2021-2026)

Figure 23. Product Picture of Classic Brush Mascara

Figure 24. Product Picture of Silicone or Molded Brush Mascara

Figure 25. Product Picture of Tubing Waterproof Mascara

Figure 26. Product Picture of Others

Figure 27. Global Waterproof Colored Mascara Sales Market Share by Product Format in 2026

Figure 28. Global Waterproof Colored Mascara Revenue Market Share by Product

Format (2021-2026)

Figure 29. Waterproof Colored Mascara Consumed in Online Sales

Figure 30. Global Waterproof Colored Mascara Market: Online Sales (2021-2026) & (K Units)

Figure 31. Waterproof Colored Mascara Consumed in Offline Sales

Figure 32. Global Waterproof Colored Mascara Market: Offline Sales (2021-2026) & (K Units)

Figure 33. Global Waterproof Colored Mascara Sale Market Share by Application (2025)

Figure 34. Global Waterproof Colored Mascara Revenue Market Share by Application in 2026

Figure 35. Waterproof Colored Mascara Sales by Company in 2026 (K Units)

Figure 36. Global Waterproof Colored Mascara Sales Market Share by Company in 2026

Figure 37. Waterproof Colored Mascara Revenue by Company in 2026 (\$ millions)

Figure 38. Global Waterproof Colored Mascara Revenue Market Share by Company in 2026

Figure 39. Global Waterproof Colored Mascara Sales Market Share by Geographic Region (2021-2026)

Figure 40. Global Waterproof Colored Mascara Revenue Market Share by Geographic Region in 2026

Figure 41. Americas Waterproof Colored Mascara Sales 2021-2026 (K Units)

Figure 42. Americas Waterproof Colored Mascara Revenue 2021-2026 (\$ millions)

Figure 43. APAC Waterproof Colored Mascara Sales 2021-2026 (K Units)

Figure 44. APAC Waterproof Colored Mascara Revenue 2021-2026 (\$ millions)

Figure 45. Europe Waterproof Colored Mascara Sales 2021-2026 (K Units)

Figure 46. Europe Waterproof Colored Mascara Revenue 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Waterproof Colored Mascara Sales 2021-2026 (K Units)

Figure 48. Middle East & Africa Waterproof Colored Mascara Revenue 2021-2026 (\$ millions)

Figure 49. Americas Waterproof Colored Mascara Sales Market Share by Country in 2026

Figure 50. Americas Waterproof Colored Mascara Revenue Market Share by Country (2021-2026)

Figure 51. Americas Waterproof Colored Mascara Sales Market Share by Type (2021-2026)

Figure 52. Americas Waterproof Colored Mascara Sales Market Share by Application (2021-2026)

Figure 53. United States Waterproof Colored Mascara Revenue Growth 2021-2026 (\$

millions)

Figure 54. Canada Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 55. Mexico Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 56. Brazil Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 57. APAC Waterproof Colored Mascara Sales Market Share by Region in 2026

Figure 58. APAC Waterproof Colored Mascara Revenue Market Share by Region (2021-2026)

Figure 59. APAC Waterproof Colored Mascara Sales Market Share by Type (2021-2026)

Figure 60. APAC Waterproof Colored Mascara Sales Market Share by Application (2021-2026)

Figure 61. China Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 62. Japan Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 63. South Korea Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 64. Southeast Asia Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 65. India Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 66. Australia Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 67. China Taiwan Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 68. Europe Waterproof Colored Mascara Sales Market Share by Country in 2026

Figure 69. Europe Waterproof Colored Mascara Revenue Market Share by Country (2021-2026)

Figure 70. Europe Waterproof Colored Mascara Sales Market Share by Type (2021-2026)

Figure 71. Europe Waterproof Colored Mascara Sales Market Share by Application (2021-2026)

Figure 72. Germany Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 73. France Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 74. UK Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 75. Italy Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 76. Russia Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 77. Middle East & Africa Waterproof Colored Mascara Sales Market Share by Country (2021-2026)

Figure 78. Middle East & Africa Waterproof Colored Mascara Sales Market Share by Type (2021-2026)

Figure 79. Middle East & Africa Waterproof Colored Mascara Sales Market Share by Application (2021-2026)

Figure 80. Egypt Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 81. South Africa Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 82. Israel Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 83. Turkey Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 84. GCC Countries Waterproof Colored Mascara Revenue Growth 2021-2026 (\$ millions)

Figure 85. Manufacturing Cost Structure Analysis of Waterproof Colored Mascara in 2026

Figure 86. Manufacturing Process Analysis of Waterproof Colored Mascara

Figure 87. Industry Chain Structure of Waterproof Colored Mascara

Figure 88. Channels of Distribution

Figure 89. Global Waterproof Colored Mascara Sales Market Forecast by Region (2027-2032)

Figure 90. Global Waterproof Colored Mascara Revenue Market Share Forecast by Region (2027-2032)

Figure 91. Global Waterproof Colored Mascara Sales Market Share Forecast by Type (2027-2032)

Figure 92. Global Waterproof Colored Mascara Revenue Market Share Forecast by Type (2027-2032)

Figure 93. Global Waterproof Colored Mascara Sales Market Share Forecast by Application (2027-2032)

Figure 94. Global Waterproof Colored Mascara Revenue Market Share Forecast by Application (2027-2032)

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