

# **Mascara Market Assessment, By Type [Waterproof, Volumizing, Lengthening, Curling, Non-clumping, Others], By Form [Liquid, Gel, Cream, Others], By Colour Family [Black, Brown, Blue, Others], By Price Range [Mass, Premium], By End-user [Individuals, Professionals], By Distribution Channel [Online Channel, Specialty Stores, Supermarkets/Hypermarkets, Convenience and Departmental Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

Global mascara market was valued at USD 6.78 billion in 2022, expected to reach USD 11.05 billion in 2030, with a CAGR of 6.3% for the forecast period between 2023 and 2030. The market continues to grow substantially, driven by a convergence of factors shaping consumer preferences and industry dynamics. Evolving beauty trends, propelled by social media influencers and celebrity endorsements, significantly impact mascara choices. The demand for various types of mascaras, including waterproof, volumizing, lengthening, and curling, reflects the diverse cosmetic preferences of consumers worldwide. For instance, in September 2023, color cosmetics brand Color Street launched Tri-Flex Mascara, claiming a non-flaking, non-clumping, smudge- and transfer-proof 24-hour wear. Dermatologist and ophthalmologist tested, this serum-infused, caffeine-enriched mascara was developed using the vegan formula, with a unique double-sided brush, that provided lift, volume, and length in one swipe.

The distribution channels for mascara have diversified, with consumers opting for

purchases through supermarkets, hypermarkets, specialty stores, departmental stores, and the increasingly influential online retail platforms. The accessibility and convenience of online shopping have further expanded the market reach.

Regionally, the mascara market experiences varying trends. North America, Europe, Asia-Pacific, South America, and the Middle East and Africa each contribute to the global landscape, influenced by cultural preferences, economic factors, and beauty standards.

Price range segmentation reflects the market's inclusivity, catering to diverse consumer budgets. Additionally, the rise of natural and organic mascara options responds to the growing demand for clean beauty products driven by environmentally conscious consumers. The diverse availability of mascara in various colors is a significant factor that appeals to consumers, as it allows them to choose based on personal preferences and needs.

The global mascara market remains dynamic and responsive to shifting consumer demands. The industry's trajectory is marked by continuous product innovation, strategic marketing, and an increasing emphasis on inclusivity and sustainability, shaping the future of mascara consumption worldwide.

### Growing Number of Make-up Artists Driving the Sales of Mascaras

The surge in makeup artists on various platforms, especially social media, has significantly impacted the global mascara market. As these artists showcase diverse and creative application techniques, they serve as influential trendsetters, driving consumer interest and experimentation. The rise of beauty influencers has democratized beauty standards, fostering a more inclusive and diverse representation. Makeup artists collaboratively engage with cosmetic brands, contributing to innovative product development and marketing strategies. Their reach extends globally, creating a widespread demand for mascaras and amplifying the industry's growth.

The symbiotic relationship between makeup artists and the mascara market emphasizes the pivotal role of influencers in shaping contemporary beauty trends and consumer choices. For instance, in July 2023, the US-based makeup brand, Benefit, joined the social app's shopping platform as its initial testers. The mascara was launched exclusively on TikTok for 48 hours starting July 26, followed by wider availability. Benefit planned a 24-hour live session on TikTok Shop, a first for a beauty brand.

## Inclusivity Resonating with A Broader Audience

Inclusivity is reshaping the mascara market, globally, as beauty brands increasingly prioritize diverse representation. Acknowledging various skin tones, eye shapes, and cultural backgrounds drives the creation of mascaras catering to a broad spectrum of consumers. Inclusive marketing campaigns featuring models of different ages, genders, and ethnicities resonate with a global audience, fostering a sense of belonging and empowerment. This shift toward inclusivity reflects societal values and expands market reach, appealing to a more extensive consumer base. The mascara market's evolution towards inclusivity aligns with changing beauty standards, emphasizing individuality and celebrating the diversity of beauty worldwide. In October 2023, MAC Cosmetics sponsored the fifth National Trans Visibility March in New York City, an ongoing commitment since 2019. The brand's team marched, provided makeup touch-ups, and supported the LGBTQIA+ community through the Viva Glam program, donating proceeds from Viva Glam lipsticks year-round.

## Growing Preference for Natural, Sustainable, And Cruelty-Free Mascara Options Driving the Demand

The clean beauty movement significantly influences the global mascara market as consumers increasingly prioritize natural, sustainable, and cruelty-free products. Demand for mascaras free from harmful chemicals, parabens, and sulfates has surged. Brands responding to this shift by offering clean, transparent formulations are gaining traction. The movement aligns with eco-conscious consumer values, driving the adoption of environmentally friendly packaging and responsible sourcing. As awareness of the environmental impact of beauty products grows, the Clean Beauty Movement propels innovation, shaping the mascara market towards a more ethical and planet-friendly approach, reflecting the broader sustainability trend in the cosmetics industry. In May 2023, Sweden-based Idun Minerals launched a vegan mascara, Mascara Vatn Volume 38°C. This mascara offers volume, length, and separation with a long-wearing, water-resistant formula, which is easily removable in warm water above 38°C and is entirely vegan.

## Volumizing Mascara Holding the Major Market Share

Volumizing mascara asserts dominance, holding the major market share in the global mascara market. Its popularity stems from its ability to add thickness and fullness to lashes, meeting the demand for a bold and dramatic eye makeup look. With

formulations featuring volumizing agents such as waxes and polymers, this mascara type aligns with a broad consumer base seeking enhanced lash volume. Beauty trends, celebrity endorsements, and consumer preferences merge in favor of volumizing mascaras, solidifying their leading position in the market. As consumers continue to prioritize impactful eye makeup, the widespread appeal of volumizing mascara sustains its significant market share globally. For instance, in August 2023, Clinique, under the umbrella of The Est?e Lauder Companies Inc., introduced the latest High Impact High-Fi Full Volume Mascara, featuring a fiber-infused, polymer gel-based formula. It claimed to deliver an impressive 230% instant volume. The weightless formula included a nourishing oil blend for lash care without compromise.

### Shifting Trends Toward Sustainable Cosmetic Products Creates Demand for Zero Waste Mascaras

A large consumer base has been shifting towards and focussing on environmentally friendly, plant-based, and sustainable cosmetics and personal care products, creating a demand for mascaras that lead to zero wastage. Cosmetic manufacturers constantly improvise in their production lines and produce products using the reduce, reuse, and recycle concepts. Elate Cosmetics, Dab Herb, Clean Faced Cosmetics, Zao, and Nudi Goods are some brands offering zero water mascaras, including their packaging. In July 2023 , Lush announced the launch of a naked mascara, which will not have any traditional plastic tube. The product is based on 100% bio-based materials.

### Impact of COVID-19

The COVID-19 pandemic significantly impacted the global mascara market. Lockdowns, reduced social gatherings, and remote work trends led to declining consumer demand for cosmetics, including mascara. Supply chain disruptions, factory closures, and logistical challenges affected production and distribution. With face masks becoming commonplace, there was a shift in consumer priorities toward eye makeup, but overall sales were subdued. The closure of physical retail outlets also hampered traditional sales channels. However, the market showcased resilience through the rise of e-commerce, as consumers turned to online platforms for beauty product purchases. As the world adapts to the 'new normal,' the mascara market navigates a transformed landscape with shifting consumer behaviors and preferences.

### Key Players Landscape and Outlook

Global mascara market boasts a competitive landscape with key players driving

innovation and market expansion. Esteemed companies like L'Oréal S.A., The Estée Lauder Companies Inc., and Revlon, Inc. remain dominant, leveraging extensive product lines and global presence. Emerging brands like Celesty are disrupting traditional norms. The outlook emphasizes sustainable formulations, cruelty-free products, and eco-friendly packaging, aligning with evolving consumer preferences. Strategic collaborations with influencers and digital marketing emphasize the industry's dynamic nature. The mascara market is poised for growth, characterized by ongoing product advancements and a focus on inclusivity and sustainability.

In February 2023, Maybelline New York, a L'Oréal S.A. brand, introduced Falsies Surreal Extensions Mascara with its first-ever avatar, May. Featured with Gigi Hadid, the campaign blended real and virtual, boasting up to 24-hour wear and a lash-transforming formula for extreme volume and visibly longer lashes.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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