

# Global Cosmetic Pen and Pencil Market Outlook 2028

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## Abstracts

### Global Cosmetic Pen and Pencil Market Analysis 2019-2028

Cosmetic Pencils are basically used for enhancing the physical appearance of face or texture of the body and are derived from the synthetic or natural sources. Pen and pencil cosmetics refer to one of the types of packaging used for various cosmetics products such as lip, eye, and others. The global cosmetic pen and pencil market is anticipated to grow at a CAGR of around 9% during the forecast period, i.e. 2020-2028. Factors such as increasing presence of market players through online distribution channels and the opportunities generated by the growing e-commerce industry that is providing users to purchase cosmetic products easily are anticipated to promote towards the growth of the global cosmetic pen and pencil market. Additionally, factors such as increasing millennial population, increasing disposable income, increasing number of working millennial population, changing lifestyle of the individuals, increasing demand for natural, organic and eco-friendly cosmetics products and the growing working women population are anticipated to drive the growth of the global cosmetic pen and pencil market.

The global cosmetic pen and pencil market consists of various segments that are segmented by type, material type, product type, application and by region. The market is segmented by type into luxury, premium, economical and low. Out of these, the premium segment held a value of around USD 1700 million in the year 2019 and is further expected to reach a value of around USD 3800 million by the end of 2028. Moreover, the segment is anticipated to grow by registering a CAGR of around 9% during the forecast period.

Based on region, the global cosmetic pen and pencil market is segmented into North America, Europe, Asia Pacific, Latin America and Middle East & Africa. The market in North America held a value of around USD 1200 million in the year 2019 and is further

expected to cross a value of around USD 2400 million by the end of 2028 by registering a CAGR of around 8% during the forecast period.

Some of the affluent industry leaders in the global cosmetic pen and pencil market are The Clarins Group, Knowlton Development Corporation (KDC/ONE Corporation), A.W. Faber-Castell Cosmetics GmbH, Schwan-Stabilo Cosmetics GmbH, Columbia Cosmetics Manufacturing Inc., Confalonieri Matite S.R.L., HCT Group, Tarte Cosmetics Inc., Kendo Holdings and Intercos Group.

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**By Material Type**

Wood, 2019-2028F (USD Million)

Plastic, 2019-2028F (USD Million)

Metal, 2019-2028F (USD Million)

**By Product Type**

Sharpenable Molded Pencil, 2019-2028F (USD Million)

Sharpenable Wooden Pencil, 2019-2028F (USD Million)

Mechanical Pencil, 2019-2028F (USD Million)

**By Application**

Lip, 2019-2028F (USD Million)

Lipstick, 2019-2028F (USD Million)

Lip Liner, 2019-2028F (USD Million)

Lip Gloss, 2019-2028F (USD Million)

Eye, 2019-2028F (USD Million)

Eye Shadow, 2019-2028F (USD Million)

Eyebrow Pencil, 2019-2028F (USD Million)

Kajal &amp; Eyeliner

Mascara

Skin Glossing Pencil

Clean-Up Pencil, 2019-2028F (USD Million)

Sculpting Pencil, 2019-2028F (USD Million)

Concealer Pencil, 2019-2028F (USD Million)

Cheek Balm

Premium, 2019-2028F (USD Million &amp; Million Units)

**By Material Type**

Wood, 2019-2028F (USD Million)

Plastic, 2019-2028F (USD Million)

Metal, 2019-2028F (USD Million)

**By Product Type**

Sharpenable Molded Pencil, 2019-2028F (USD Million)

Sharpenable Wooden Pencil, 2019-2028F (USD Million)

Mechanical Pencil, 2019-2028F (USD Million)

**By Application**

Lip, 2019-2028F (USD Million)

Lipstick, 2019-2028F (USD Million)

Lip Liner, 2019-2028F (USD Million)

Lip Gloss, 2019-2028F (USD Million)

Eye, 2019-2028F (USD Million)

Eye Shadow, 2019-2028F (USD Million)

Eyebrow Pencil, 2019-2028F (USD Million)

Kajal & Eyeliner

Mascara

Skin Glossing Pencil

Clean-Up Pencil, 2019-2028F (USD Million)

Clean-Up Pencil, 2019-2028F (USD Million)

Sculpting Pencil, 2019-2028F (USD Million)

Concealer Pencil, 2019-2028F (USD Million)

Cheek Balm

Economical, 2019-2028F (USD Million & Million Units)

By Material Type

Wood, 2019-2028F (USD Million)

Plastic, 2019-2028F (USD Million)

Metal, 2019-2028F (USD Million)

By Product Type

Sharpenable Molded Pencil, 2019-2028F (USD Million)

Sharpenable Wooden Pencil, 2019-2028F (USD Million)

Mechanical Pencil, 2019-2028F (USD Million)

By Application

Lip, 2019-2028F (USD Million)

Lipstick, 2019-2028F (USD Million)

Lip Liner, 2019-2028F (USD Million)

Lip Gloss, 2019-2028F (USD Million)

Eye, 2019-2028F (USD Million)

Eye Shadow, 2019-2028F (USD Million)

Eyebrow Pencil, 2019-2028F (USD Million)

Kajal & Eyeliner

Mascara

Skin Glossing Pencil

Clean-Up Pencil, 2019-2028F (USD Million)

Low, 2019-2028F (USD Million & Million Units)

By Material Type

Wood, 2019-2028F (USD Million)

Plastic, 2019-2028F (USD Million)

Metal, 2019-2028F (USD Million)

By Product Type

Sharpenable Molded Pencil, 2019-2028F (USD Million)

Sharpenable Wooden Pencil, 2019-2028F (USD Million)

Mechanical Pencil, 2019-2028F (USD Million)

**By Application**

Lip, 2019-2028F (USD Million)  
Lipstick, 2019-2028F (USD Million)  
Lip Liner, 2019-2028F (USD Million)  
Lip Gloss, 2019-2028F (USD Million)  
Eye, 2019-2028F (USD Million)  
Eye Shadow, 2019-2028F (USD Million)  
Eyebrow Pencil, 2019-2028F (USD Million)  
Kajal & Eyeliner  
Mascara  
Skin Glossing Pencil  
Clean-Up Pencil, 2019-2028F (USD Million)  
Sculpting Pencil, 2019-2028F (USD Million)  
Concealer Pencil, 2019-2028F (USD Million)  
Cheek Balm

**By Region**

North America, 2019-2028F (USD Million)  
Europe, 2019-2028F (USD Million)  
Asia-Pacific, 2019-2028F (USD Million)  
Latin America, 2019-2028F (USD Million)  
Middle East & Africa, 2019-2028F (USD Million)

**10. COMPETITIVE LANDSCAPE**

A.W. Faber-Castell Cosmetics GMBH  
KDC/ONE Corporation  
Schwan-Stabilo Cosmetics GMBH & CO. KG  
Columbia Cosmetics Manufacturing, Inc.  
Confalonieri Matite S.R.L.  
HCT Group  
Tarte Inc.  
Kendo Holdings  
Clarins  
Intercos Group  
Bare Minerals

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