

Eyeliners Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Liquid, Pen, Powder, Wax, Others), By End User (Personal, Professional), By Sales Channel (Supermarkets/Hypermarkets, Convenient Stores, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Eyeliner Market is projected to expand from USD 7.31 Billion in 2025 to USD 10.52 Billion by 2031, achieving a CAGR of 6.26%. Defined as a color cosmetic formulation applied to the eye contours to define shape and improve appearance, eyeliner employs delivery methods such as pencils, liquids, gels, and creams. Market growth is chiefly driven by rising disposable incomes, which facilitate higher spending on premium beauty items, alongside a broadening focus on personal grooming across various demographics. Furthermore, the spread of digital media platforms acts as a vital accelerator by teaching consumers application techniques and significantly boosting global brand visibility.

According to Cosmetics Europe, retail sales for decorative cosmetics rose by 8.2% in 2024, indicating strong demand within the sector that includes eye makeup. Despite this positive trajectory, the industry faces significant hurdles due to strict regulatory compliance regarding chemical ingredients and packaging sustainability. These regulations necessitate complex reformulation efforts and increase operational expenses for manufacturers, presenting a substantial barrier to seamless market operations.

Market Driver

The escalating demand for organic, vegan, and cruelty-free ingredients is fundamentally transforming product development within the global eyeliner market. Shoppers are increasingly examining labels for clean formulas, pushing brands to swap synthetic additives for plant-based options without losing pigment quality or longevity. This movement has evolved from a niche interest into a mass-market standard, favoring companies that value ethical sourcing and transparency over conventional, chemical-rich blends. According to e.l.f. Beauty's May 2024 report, the firm saw a 77% rise in net sales, a growth largely linked to the strong adoption of their accessible, cruelty-free, and vegan products, proving that ethical adherence is now a key revenue generator and differentiator for capturing conscious consumers.

Additionally, the swift growth of e-commerce platforms and digital retail avenues has boosted market reach and sales volumes. Online storefronts enable brands to overcome physical shelf constraints, presenting a vast array of colors and specialized applicators to a worldwide audience while employing virtual try-on technology to reduce buying hesitation. L'Oreal's 2023 Annual Report, released in February 2024, noted that e-commerce represented 27.1% of the group's consolidated sales, highlighting the essential role of online trade in maintaining growth for major beauty giants. Supporting this digital momentum, Coty Inc. reported in 2024 that like-for-like sales in the prestige category rose by 13% in the third quarter, signaling ongoing consumer demand for premium cosmetics via modern retail channels.

Market Challenge

Stringent regulatory compliance concerning chemical composition and packaging sustainability represents a significant barrier to the Global Eyeliner Market's progress. Governments globally are implementing tighter controls on preservatives, pigments, and microplastics typically found in eye makeup. This pressure compels manufacturers to reallocate significant capital and R&D efforts toward reformulating existing products to satisfy new safety and environmental benchmarks, rather than prioritizing innovation. The intricate task of substituting non-compliant components while maintaining product efficacy and stability extends development timelines and postpones new eyeliner launches, thereby directly hindering speed-to-market.

This tightening of regulations creates a tangible slowdown in industry expansion and international trade volumes. The consequences of these rising administrative duties are reflected in recent trade data; according to the Federation of Beauty Companies (FEBEA) in 2024, the growth rate of cosmetics exports cooled to 6.8 percent compared

to 10.8 percent the prior year. This decline highlights how regulatory intricacies and resulting operational difficulties are actively limiting the sector's capacity to maintain rapid growth, thereby curbing potential revenue opportunities for eyeliner producers in the global marketplace.

Market Trends

The incorporation of skincare and lash-conditioning elements is evolving eyeliner from a strictly decorative item into a functional hybrid product. Producers are frequently enhancing formulas with peptides, biotin, and hyaluronic acid to satisfy consumer desires for items that boost lash density and support eye health while adding definition. Often described as the 'skinification' of makeup, this trend attracts buyers looking for multifunctional products that deliver instant visual appeal along with long-term care, enabling brands to validate higher price points. In its March 2024 financial report, Oddity Tech Ltd. announced a 57% year-over-year rise in net revenue, underscoring the strong commercial potential of high-performance, tech-driven beauty solutions that prioritize efficacy beyond simple pigmentation.

Simultaneously, there is a notable shift toward vibrant, neon, and pastel color ranges, fueled by a drive for artistic self-expression and a revival of nostalgic styles. This movement transcends standard black and brown tones, promoting graphic and geometric eyeliner looks that employ bold shades such as electric blue, white, and neon green for dramatic visual effect. Brands are reacting by expanding their stock keeping units to feature high-pigment, unconventional colors that appeal to the experimental application techniques trending on visual social media platforms. According to the 'Pinterest Predicts 2024' report from December 2023, search interest for 'blue makeup looks' surged by 65%, indicating a confirmed market transition toward adventurous and colorful eye aesthetics over traditional norms.

Key Market Players

L'Oreal S.A.

LG Household & Healthcare Limited.

Christian Dior SE

Chanel S.A.

Iredale Mineral Cosmetics, Ltd

Markswin International Corporation

Kao Corporation

The Estee Lauder Companies Inc.

Mary Kay Inc

Modi-Mundipharma Beauty Products Pvt Ltd.

Report Scope

In this report, the Global Eyeliner Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Eyeliner Market, By Product Type

Liquid

Pen

Powder

Wax

Others

Eyeliner Market, By End User

Personal

Professional

Eyeliner Market, By Sales Channel

Supermarkets/Hypermarkets

Convenient Stores

Specialty Stores

Online

Others

Eyeliner Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Eyeliner Market.

Available Customizations:

Global Eyeliner Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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