

Eyebrow Makeup Product Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Pencil, Gel, Powder, Wax), By Gender (Men, Women), By Distribution Channel (Hypermarkets & Supermarkets, Specialty Stores, Pharmacies & Drugstores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Eyebrow Makeup Product Market is projected to expand from USD 432.55 Million in 2025 to USD 681.84 Million by 2031, registering a CAGR of 7.88%. This sector comprises specialized cosmetic items such as pencils, gels, pomades, and powders designed to shape, define, and enhance the brow area. The primary growth catalyst is the increasing consumer focus on facial aesthetics and symmetry, which has elevated well-groomed eyebrows to an essential aspect of daily grooming. Furthermore, the widespread availability of digital educational resources has enhanced consumer skills in makeup application, thereby broadening the customer base and maintaining demand for diverse product formats.

Despite these positive indicators, the market faces a substantial obstacle in the form of counterfeit merchandise, which compromises brand reputation and introduces safety hazards that erode consumer confidence. This proliferation of fake goods creates a complex competitive environment for authentic manufacturers attempting to sustain price stability. However, the sector demonstrates considerable resilience; according to 'Cosmetics Europe' in '2024', the European makeup category witnessed an 8.2% growth rate, indicating strong demand patterns that underpin the overall upward trend of the global eyebrow makeup industry.

Market Driver

Social media and influencer marketing have revolutionized the Global Eyebrow Makeup Product Market by moving consumer product discovery from brick-and-mortar stores to digital platforms. Visual-heavy social networks enable influencers to showcase application methods like brow lamination, effectively reducing the learning curve for complex products such as waxes and pomades. This online engagement links directly to significant financial gains for brands that quickly adapt to viral phenomena. For instance, e.l.f. Beauty reported a 77% surge in net sales for the fiscal year in May 2024, a success largely credited to viral marketing campaigns and robust digital consumer interaction, demonstrating how algorithm-driven trends influence product lifespans and development timelines.

Concurrently, the growth of e-commerce and direct-to-consumer models is transforming distribution logistics, allowing companies to market extensive shade varieties that physical stores cannot stock. Digital channels have graduated from supplementary options to primary revenue generators, streamlining the restocking process for everyday essentials. In its 2023 Annual Report released in February 2024, L'Oréal noted that e-commerce represented 27% of its total consolidated sales. This strong online presence enhances market reach and bolsters industry stability, a sentiment echoed by Ulta Beauty in March 2024, which reported a 9.8% rise in net sales, indicating persistent demand within the broader beauty sector, including the brow segment.

Market Challenge

The widespread circulation of counterfeit items acts as a major hurdle to the expansion of the global eyebrow makeup product market. This illegal activity stifles growth by damaging brand integrity and destroying consumer trust, both of which are crucial for industry prosperity. When shoppers inadvertently buy sub-standard imitation brow pencils, pomades, or gels, they frequently encounter poor results or harmful skin reactions. These adverse effects are often wrongly blamed on the authentic manufacturer, harming the brand's image and discouraging return business. As a result, legitimate companies are forced to redirect vital funds from research and development toward legal enforcement and brand defense, effectively hindering innovation and delaying the launch of genuine new products.

The economic impact of this issue is severe. According to the 'Federation of the French Beauty Industry' (FEBEA), the cosmetics sector in France suffered an estimated revenue loss of \$800 million in '2024' attributed to counterfeit goods. This significant

financial loss in a major cosmetic market reflects a wider global pattern, demonstrating how the pervasive presence of fake products eats into legitimate revenue and constrains the industry's overall economic advancement.

Market Trends

The rise of do-it-yourself at-home brow lamination kits is reshaping the market as consumers increasingly choose accessible, high-performance alternatives over professional salon treatments. This movement is defined by growing demand for sculpting waxes and gels that mimic the lifted, fluffy look of professional lamination without the need for chemical processing. Manufacturers are responding to this shift by introducing 'lamination-in-a-tube' solutions that provide salon-level hold and definition at a significantly lower cost. The financial strength of this niche is highlighted by e.l.f. Beauty's performance; in its 'Third Quarter Fiscal 2025 Results' from February 2025, the company announced a 31% rise in net sales, a growth trend driven largely by the viral popularity of their brow styling products that satisfy consumer desires for professional outcomes at home.

At the same time, the emergence of sustainable and refillable packaging is driving a major revision of manufacturing standards across the global eyebrow makeup industry. With environmental responsibility becoming a mandatory consumer requirement, brands are swiftly moving away from single-use virgin plastics, especially for high-volume items like brow gels and pencils. This sector-wide shift is being hastened by strict retailer requirements that link shelf placement to environmental adherence. For example, in its '2024 Environmental, Social and Governance Report' released in April 2025, Ulta Beauty reiterated its strategic mandate that 50% of all sold packaging must be recyclable, refillable, or bio-sourced by 2025, a policy that effectively forces eyebrow product makers to invest in circular packaging systems and renewable materials to secure market access.

Key Market Players

- Ulta Beauty, Inc.

- Anastasia Beverly Hills, LLC

- LVMH Moët Hennessy-Louis Vuitton SE

- Puig Brands, S.A.

- The Estee Lauder Companies Inc.

- ColourPop Cosmetics, LLC

- Coty Inc.

- e.l.f. Cosmetics, Inc.

- cosnova GmbH

- Florence Cosmetics Manufacturing. IND. LLC

Report Scope

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

- Eyebrow Makeup Product Market, By Product

- Pencil

- Gel

- Powder

- Wax

- Eyebrow Makeup Product Market, By Gender

- Men

- Women

- Eyebrow Makeup Product Market, By Distribution Channel

- Hypermarkets & Supermarkets

- Specialty Stores

- Pharmacies & Drugstores

- Online

- Others

- Eyebrow Makeup Product 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 Eyebrow Makeup Product Market.

Available Customizations:

Global Eyebrow Makeup Product 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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