

# **Eye Makeup Remover Market Size, Share, and Outlook, 2025 Report- By Form (Liquid, Wipes, Gel, Balm, Cream, Mask, Lotion, and Body Butter), Skin (Oily, Dry, Normal, Others), Product (Natural, Chemical-based), End-user (Male, Female), Distribution Channel (Online, Offline), and Companies, 2021-2032**

<https://marketpublishers.com/r/E6BC925E02A7EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: E6BC925E02A7EN

## **Abstracts**

### Eye Makeup Remover Market Outlook

The global Eye Makeup Remover market is expected to register a growth rate of 5.7% during the forecast period from \$321.5 Billion in 2024 to \$500.9 Billion in 2032. The Eye Makeup Remover market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Eye Makeup Remover segments across 22 countries from 2021 to 2032. Key segments in the report include By Form (Liquid, Wipes, Gel, Balm, Cream, Mask, Lotion, and Body Butter), Skin (Oily, Dry, Normal, Others), Product (Natural, Chemical-based), End-user (Male, Female), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Eye Makeup Remover markets.

### Eye Makeup Remover Market Insights, 2025

The widespread adoption of long-wear and waterproof eye makeup has created strong demand for specialized removers that offer thorough cleansing without irritating delicate eye areas. Brands like Neutrogena and Bioderma are expanding their micellar water

and oil-based eye makeup remover lines, targeting both everyday users and professionals. With a growing preference for fragrance-free, hypoallergenic, and ophthalmologist-tested products, the market is increasingly shifting toward clean-label and sensitive skin formulations. Innovations like dual-phase removers, reusable pads, and organic ingredients (such as chamomile, aloe vera, and cucumber extracts) are boosting appeal. Additionally, the expansion of skincare-focused beauty routines, especially in Asia and North America, is reinforcing the role of gentle eye makeup removal as a core step—driving the growth of this niche but fast-evolving segment.

### Five Trends that will define global Eye Makeup Remover market in 2025 and Beyond

A closer look at the multi-million global market for Eye Makeup Remover identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Eye Makeup Remover companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Eye Makeup Remover industry?

The Eye Makeup Remover sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Eye Makeup Remover Market Segment Insights

The Eye Makeup Remover industry presents strong offers across categories. The analytical report offers forecasts of Eye Makeup Remover industry performance across segments and countries. Key segments in the industry include By Form (Liquid, Wipes, Gel, Balm, Cream, Mask, Lotion, and Body Butter), Skin (Oily, Dry, Normal, Others), Product (Natural, Chemical-based), End-user (Male, Female), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Eye Makeup Remover market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Eye Makeup Remover industry ecosystem. It assists decision-makers in evaluating global Eye Makeup Remover market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Eye Makeup Remover industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Eye Makeup Remover Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Eye Makeup Remover Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Eye Makeup Remover with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future.

Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Eye Makeup Remover market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Eye Makeup Remover market Insights Executives are most excited about opportunities for the US Eye Makeup Remover industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Eye Makeup Remover companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Eye Makeup Remover market.

Latin American Eye Makeup Remover market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Eye Makeup Remover Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Eye Makeup Remover markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Eye Makeup Remover markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of

growth.

## Competitive Landscape How Eye Makeup Remover companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Cherry Cosmo, The Est?e Lauder Companies Inc., Beiersdorf AG, Procter and Gamble Company, Shiseido Company, Limited, The Body Shop International Limited (Natura andCo), Unilever, Jane Iredale Cosmetics, Inc., Johnson and Johnson Consumer Inc., L'Or?al S.A., Bobbi Brown Professional Cosmetics, Inc. (Est?e Lauder Companies).

## Eye Makeup Remover Market Scope

### Leading Segments

#### By Form

Liquid

Wipes

Gel

Balm

Cream

Mask

Lotion and Body Butter

By Skin

Oily

Dry

Normal

Others

By Product

Natural

Chemical-based

By End-user

Male

Female

By Distribution Channel

Online

Offline

Leading Companies

Cherry Cosmo

The Est?e Lauder Companies Inc.

Beiersdorf AG

Procter and Gamble Company

Shiseido Company, Limited

The Body Shop International Limited (Natura andCo)

Unilever

Jane Iredale Cosmetics, Inc.

Johnson and Johnson Consumer Inc.

L'Oréal S.A.

Bobbi Brown Professional Cosmetics, Inc. (Estée Lauder Companies)

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

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The Est?e Lauder Companies Inc.

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Procter and Gamble Company

Shiseido Company, Limited

The Body Shop International Limited (Natura andCo)

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Jane Iredale Cosmetics, Inc.

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