

# **Makeup Brushes Market Size, Share, and Outlook, 2025 Report- By Type (Foundation brush, Concealer brush, Blush brush, Highlighter brush, Eye shadow brush, Eyebrow brush, Foundation sponge), Product (Natural Brushes, Synthetic Brushes), Application (Personal, Professional), Distribution Channel (Offline, Online), and Companies, 2021-2032**

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## **Abstracts**

### **Makeup Brushes Market Outlook**

The global Makeup Brushes market is expected to register a growth rate of 5.3% during the forecast period from \$1.9 Billion in 2024 to \$2.9 Billion in 2032. The Makeup Brushes 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 Makeup Brushes segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Foundation brush, Concealer brush, Blush brush, Highlighter brush, Eye shadow brush, Eyebrow brush, Foundation sponge), Product (Natural Brushes, Synthetic Brushes), Application (Personal, Professional), Distribution Channel (Offline, Online). Over 70 tables and charts showcase findings from our latest survey report on Makeup Brushes markets.

### **Makeup Brushes Market Insights, 2025**

The makeup brushes market is witnessing dynamic growth propelled by increasing makeup usage, rising social media influence, and evolving beauty standards that

emphasize flawless application. Consumers seek high-quality brushes made from natural or synthetic fibers that offer precision, durability, and skin-friendliness. The market features diverse product categories, including face, eye, and lip brushes, with innovations in ergonomic handles and multi-functional designs. Eco-conscious consumers drive demand for sustainable, cruelty-free materials and reusable brush sets. Influencer collaborations and brand endorsements play a critical role in product popularity and consumer education. Distribution spans luxury boutiques, drugstores, online beauty platforms, and subscription services. Advances in digital beauty apps and tutorials enhance consumer engagement, encouraging experimentation with brush techniques and makeup styles. The growing professional makeup artist segment further bolsters demand for premium brushes.

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

A closer look at the multi-million global market for Makeup Brushes identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Makeup Brushes 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 Makeup Brushes industry?

The Makeup Brushes 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.

### Makeup Brushes Market Segment Insights

The Makeup Brushes industry presents strong offers across categories. The analytical report offers forecasts of Makeup Brushes industry performance across segments and countries. Key segments in the industry include By Type (Foundation brush, Concealer brush, Blush brush, Highlighter brush, Eye shadow brush, Eyebrow brush, Foundation sponge), Product (Natural Brushes, Synthetic Brushes), Application (Personal, Professional), Distribution Channel (Offline, Online). 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, Makeup Brushes 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 Makeup Brushes industry ecosystem. It assists decision-makers in evaluating global Makeup Brushes market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

### Asia Pacific Makeup Brushes 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 Makeup Brushes 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 Makeup Brushes 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 Makeup Brushes market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Makeup Brushes 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 Makeup Brushes market.

Latin American Makeup Brushes 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 Makeup Brushes 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 Makeup Brushes 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 Makeup Brushes markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

### Competitive LandscapeHow Makeup Brushes 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 Shiseido Global Holdings, Inc., Etude House Legal Ventures, LLC, L'oreal Group International Services, Inc., Avon Legal LLC, Maybelline Legal Services, Incorporated, Est?e Lauder Global Holdings, LLC, Chanel International Group, Inc., Dior Legal Ventures, Ltd., Lancome Legal Services, Incorporated, Coty Global Holdings, Inc., LVMH Beauty and Cosmetics, LLC.

### Makeup Brushes Market Scope

#### Leading Segments

#### By Type

Foundation brush

Concealer brush

Blush brush

Highlighter brush

Eye shadow brush

Eyebrow brush

Foundation sponge

#### By Product

Natural Brushes

Synthetic Brushes

By Application

Personal

Professional

By Distribution Channel

Offline

Online

Leading Companies

Shiseido Global Holdings, Inc.

Etude House Legal Ventures, LLC

L'oreal Group International Services, Inc.

Avon Legal LLC

Maybelline Legal Services, Incorporated

Est?e Lauder Global Holdings, LLC

Chanel International Group, Inc.

Dior Legal Ventures, Ltd.

Lancome Legal Services, Incorporated

Coty Global Holdings, Inc.

LVMH Beauty and Cosmetics, LLC

## 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.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Makeup Brushes Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Makeup Brushes Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL MAKEUP BRUSHES MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Makeup Brushes Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. MAKEUP BRUSHES MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### By Type

- Foundation brush
- Concealer brush
- Blush brush
- Highlighter brush
- Eye shadow brush
- Eyebrow brush
- Foundation sponge

### By Product

- Natural Brushes
- Synthetic Brushes

### By Application

- Personal
- Professional

### By Distribution Channel

- Offline
- Online

## **6. GLOBAL MAKEUP BRUSHES MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case

## 6.3 High Growth Scenario

# 6. NORTH AMERICA MAKEUP BRUSHES MARKET SIZE OUTLOOK

## 6.1 Key Market Statistics, 2024

### 6.2 North America Makeup Brushes Market Trends and Growth Opportunities

#### 6.2.1 North America Makeup Brushes Market Outlook by Type

#### 6.2.2 North America Makeup Brushes Market Outlook by Application

### 6.3 North America Makeup Brushes Market Outlook by Country

#### 6.3.1 The US Makeup Brushes Market Outlook, 2021- 2032

#### 6.3.2 Canada Makeup Brushes Market Outlook, 2021- 2032

#### 6.3.3 Mexico Makeup Brushes Market Outlook, 2021- 2032

# 7. EUROPE MAKEUP BRUSHES MARKET SIZE OUTLOOK

## 7.1 Key Market Statistics, 2024

### 7.2 Europe Makeup Brushes Market Trends and Growth Opportunities

#### 7.2.1 Europe Makeup Brushes Market Outlook by Type

#### 7.2.2 Europe Makeup Brushes Market Outlook by Application

### 7.3 Europe Makeup Brushes Market Outlook by Country

#### 7.3.2 Germany Makeup Brushes Market Outlook, 2021- 2032

#### 7.3.3 France Makeup Brushes Market Outlook, 2021- 2032

#### 7.3.4 The UK Makeup Brushes Market Outlook, 2021- 2032

#### 7.3.5 Spain Makeup Brushes Market Outlook, 2021- 2032

#### 7.3.6 Italy Makeup Brushes Market Outlook, 2021- 2032

#### 7.3.7 Russia Makeup Brushes Market Outlook, 2021- 2032

#### 7.3.8 Rest of Europe Makeup Brushes Market Outlook, 2021- 2032

# 8. ASIA PACIFIC MAKEUP BRUSHES MARKET SIZE OUTLOOK

## 8.1 Key Market Statistics, 2024

### 8.2 Asia Pacific Makeup Brushes Market Trends and Growth Opportunities

#### 8.2.1 Asia Pacific Makeup Brushes Market Outlook by Type

#### 8.2.2 Asia Pacific Makeup Brushes Market Outlook by Application

### 8.3 Asia Pacific Makeup Brushes Market Outlook by Country

#### 8.3.1 China Makeup Brushes Market Outlook, 2021- 2032

#### 8.3.2 India Makeup Brushes Market Outlook, 2021- 2032

#### 8.3.3 Japan Makeup Brushes Market Outlook, 2021- 2032

#### 8.3.4 South Korea Makeup Brushes Market Outlook, 2021- 2032

8.3.5 Australia Makeup Brushes Market Outlook, 2021- 2032

8.3.6 South East Asia Makeup Brushes Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Makeup Brushes Market Outlook, 2021- 2032

## **9. SOUTH AMERICA MAKEUP BRUSHES MARKET SIZE OUTLOOK**

9.1 Key Market Statistics, 2024

9.2 South America Makeup Brushes Market Trends and Growth Opportunities

9.2.1 South America Makeup Brushes Market Outlook by Type

9.2.2 South America Makeup Brushes Market Outlook by Application

9.3 South America Makeup Brushes Market Outlook by Country

9.3.1 Brazil Makeup Brushes Market Outlook, 2021- 2032

9.3.2 Argentina Makeup Brushes Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Makeup Brushes Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA MAKEUP BRUSHES MARKET SIZE OUTLOOK**

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Makeup Brushes Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Makeup Brushes Market Outlook by Type

10.2.2 Middle East and Africa Makeup Brushes Market Outlook by Application

10.3 Middle East and Africa Makeup Brushes Market Outlook by Country

10.3.1 Saudi Arabia Makeup Brushes Market Outlook, 2021- 2032

10.3.2 The UAE Makeup Brushes Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Makeup Brushes Market Outlook, 2021- 2032

10.3.4 South Africa Makeup Brushes Market Outlook, 2021- 2032

10.3.5 Egypt Makeup Brushes Market Outlook, 2021- 2032

10.3.6 Rest of Africa Makeup Brushes Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

11.1 Leading 10 Companies

Shiseido Global Holdings, Inc.

Etude House Legal Ventures, LLC

L'oreal Group International Services, Inc.

Avon Legal LLC

Maybelline Legal Services, Incorporated

Est?e Lauder Global Holdings, LLC

Chanel International Group, Inc.

Dior Legal Ventures, Ltd.  
Lancome Legal Services, Incorporated  
Coty Global Holdings, Inc.  
LVMH Beauty and Cosmetics, LLC  
11.2 Overview  
11.3 Products and Services  
11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options  
12.2 Customization Options  
12.3 Publisher Details

## I would like to order

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