

Mascara Market Size, Share, and Outlook, 2025 Report- By Type (Lengthening Mascara, Thickening/Volumizing Mascara, Curling Mascara, Lash Defining Mascara, Others), Form (Powder Mascara, Cream Mascara, Liquid Mascara), Wand (Classic Comb Wand, Curved Wand, Straight Wand, Ball-tip Wand, Others), Distribution Channel (Supermarkets and Hypermarkets, Brand Stores, Cosmetics Stores, Online, Others), and Companies, 2021-2032

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Abstracts

Mascara Market Outlook

The global Mascara market is expected to register a growth rate of 8.9% during the forecast period from \$7.8 Billion in 2024 to \$15.4 Billion in 2032. The Mascara 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 Mascara segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Lengthening Mascara, Thickening/Volumizing Mascara, Curling Mascara, Lash Defining Mascara, Others), Form (Powder Mascara, Cream Mascara, Liquid Mascara), Wand (Classic Comb Wand, Curved Wand, Straight Wand, Ball-tip Wand, Others), Distribution Channel (Supermarkets and Hypermarkets, Brand Stores, Cosmetics Stores, Online, Others). Over 70 tables and charts showcase findings from

our latest survey report on Mascara markets.

Mascara Market Insights, 2025

In 2025, the mascara market remains a cornerstone of the global cosmetics industry, benefiting from growing demand for beauty products that enhance natural features with minimal effort. Consumers are increasingly seeking long-wear, smudge-proof, and nourishing formulas that go beyond aesthetics to deliver lash health benefits—such as strengthening peptides, biotin, and plant-based waxes. The clean beauty movement has also shaped the segment, prompting a wave of paraben-free, cruelty-free, and ophthalmologist-tested launches. Waterproof, tubing, and volumizing mascaras continue to dominate product preferences, with applicator brush innovations and customizable options gaining appeal. At the same time, the rise of lash extensions and tints has created demand for complementary or alternative products. Digital beauty advisors and AR try-on tools have improved online mascara shopping experiences, while influencers remain crucial to product discovery. In an increasingly crowded makeup aisle, mascara brands are focusing on performance claims, packaging appeal, and clean ingredient lists to differentiate themselves.

Five Trends that will define global Mascara market in 2025 and Beyond

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

The Mascara 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.

Mascara Market Segment Insights

The Mascara industry presents strong offers across categories. The analytical report offers forecasts of Mascara industry performance across segments and countries. Key segments in the industry include By Type (Lengthening Mascara, Thickening/Volumizing Mascara, Curling Mascara, Lash Defining Mascara, Others), Form (Powder Mascara, Cream Mascara, Liquid Mascara), Wand (Classic Comb Wand, Curved Wand, Straight Wand, Ball-tip Wand, Others), Distribution Channel (Supermarkets and Hypermarkets, Brand Stores, Cosmetics Stores, Online, Others). 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, Mascara 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 Mascara industry ecosystem. It assists decision-makers in evaluating global Mascara market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Mascara 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 Mascara 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 Mascara 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 Mascara 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 Mascara market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

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

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

Competitive Landscape How Mascara 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 L'Oréal Group S.A., Estée Lauder Holdings Inc., LVMH Moët Hennessy Louis Vuitton Group S.A., AmorePacific Group Inc., Missha Beauty Inc., Chanel International S.A., Albea Packaging Group Ltd., Avon Holdings Inc., Shiseido Group Limited., Markwins Beauty Holdings Inc., Mary Kay Holdings Inc., Revlon Group Inc., Kose Group Corporation., The Face Shop Co., Ltd., MPlus Cosmetics Inc., Glossier Holdings Inc.

Mascara Market Scope

Leading Segments

By Type

Lengthening Mascara

Thickening/Volumizing Mascara

Curling Mascara

Lash Defining Mascara

Others

By Form

Powder Mascara

Cream Mascara

Liquid Mascara

By Wand

Classic Comb Wand

Curved Wand

Straight Wand

Ball-tip Wand

Others

By Distribution Channel

Supermarkets and Hypermarkets

Brand Stores

Cosmetics Stores

Online

Others

Leading Companies

L'Oréal Group S.A.

Estée Lauder Holdings Inc.

LVMH Moët Hennessy Louis Vuitton Group S.A.

AmorePacific Group Inc.

Missha Beauty Inc.

Chanel International S.A.

Albea Packaging Group Ltd.

Avon Holdings Inc.

Shiseido Group Limited.

Markwins Beauty Holdings Inc.

Mary Kay Holdings Inc.

Revlon Group Inc.

Kose Group Corporation.

The Face Shop Co., Ltd.

MPlus Cosmetics Inc.

Glossier Holdings Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi 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.

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 - LVMH Moët Hennessy Louis Vuitton Group S.A.

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Missha Beauty Inc.
Chanel International S.A.
Albea Packaging Group Ltd.
Avon Holdings Inc.
Shiseido Group Limited.
Markwins Beauty Holdings Inc.
Mary Kay Holdings Inc.
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