

Eye Makeup Market Trends 2022 | Growth, Share, Size, Demand and Future Scope 2027

SHERIDAN, WYOMING, UNITED STATES, April 26, 2022 /EINPresswire.com/ -- According to IMARC Group's latest report, the [global eye makeup market](#) reached a value of US\$ 15.6 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 21.4 Billion by 2027, exhibiting at a CAGR of 5.3% during 2022-2027.



We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Eye makeup includes products that are applied to enhance the appearance of eyes. These products primarily comprise of eyeshadow, eyeliner, kohl, and mascara, which are made using colorants, emulsifiers, thickeners, moisturizers, preservatives, fragrances, etc. Eye makeup products are available in a wide variety of colors, ranging from subtle to bold shades, with long-lasting formulations. Furthermore, the rising consumer demand for waterproof and mineral-based products has led to the emergence of numerous innovative products.

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Market Trends:

The rising consumer income levels, along with growing consciousness on physical appearances, are primarily driving the market growth. In line with this, the wide availability of eye makeup products across e-commerce channels providing diverse product offerings, hassle-free shopping experience, numerous discounts, etc., is also propelling the product demand. Additionally, the expanding retail sector pertaining to beauty and personal care products is further augmenting the global market for eye makeup products. Besides this, the emergence of numerous innovative products, such as organic, halal-certified, and vegan eye makeup products, will continue to drive the market growth in the coming years.

Ask Analyst and Browse Full Report with TOC & List of Figure: <https://bit.ly/3coNaV4>

List of Key Companies Covered in this Market Report:

Amway Corp (KLSE: AMWAY)
Avon Products Inc.
Chanel S.A.
Colorbar Cosmetics Pvt. Ltd.
Lakmé Cosmetics (Hindustan Unilever),
L'Oréal S.A. (EPA: OR)
LVMH (EPA: MC)
Oriflame Cosmetics
Revlon Inc.(NYSE: REV)
Shiseido Company Limited (TYO: 4911)
Estée Lauder Inc.(NYSE: EL)
Procter & Gamble (NYSE: PG)

The report has segmented the market on the basis of mechanism, operation, discharge pressure, end- use industry and geography.

Breakup by Product Type:

Mascara
Eye Shadow
Eye Liner
Eye Pencil
Eyebrow Gel
Others

Breakup by Distribution Channel:

Hypermarkets and Supermarkets
Specialty Stores
Convenience Stores
Online Stores
Others

Breakup by Pricing:

Low to Medium Price
Premium Price

Breakup by Source:

Chemical
Natural
Organic
Halal
Other

Breakup by Geography:

North America (U.S. & Canada)
Europe (Germany, United Kingdom, France, Italy, Spain, Russia, and Others)
Asia Pacific (China, India, Japan, South Korea, Indonesia, Australia, and Others)
Latin America (Brazil, Mexico)
Middle East & Africa

Key highlights of the report:

Market Performance (2016-2021)
Market Outlook (2022- 2027)
Porter's Five Forces Analysis
Market Drivers and Success Factors
SWOT Analysis
Value Chain
Comprehensive Mapping of the Competitive Landscape

If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

Related Report by IMARC Group:

[Online Beauty and Personal Care Products Market](#)

[Cosmetic Preservatives Market](#)

Children's Wear Market Report 2021-26: <http://bit.ly/3asdpte>

Hiking Gear and Equipment Market Report 2021-26: <https://bit.ly/3cYK39U>

Sleep Mask Market Report 2021-26: <https://bit.ly/3hff2Bs>

Functional Apparel Market Report 2021-26: <https://bit.ly/3mFxqEy>

Smart Textiles Market Report 2021-26: <https://bit.ly/2yjEqSf>

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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