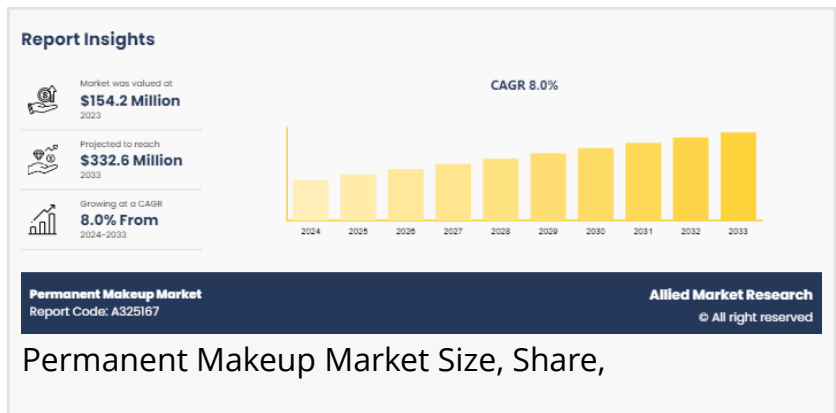


Permanent Makeup Market Forecast 2033: Reaching USD 332.6 million with 8.0% CAGR

Based on procedure type, the microblading sub-segment accounted for the highest market share

WILMINGTON, DE, UNITED STATES, January 14, 2025 /EINPresswire.com/ -- According to the report, the [permanent makeup market](#) was valued at \$154.2 million in 2023, and is estimated to reach \$332.6 million by 2033, growing at a CAGR of 8.0% from 2024 to 2033.



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Prime Determinants of Growth

The surge in popularity of permanent makeup is driven by its blend of beauty, convenience, and personalization. Innovations like microblading, lip blushing, and eyeliner tattoos offer long-lasting solutions that streamline daily routines, eliminating the need for frequent touch-ups. These techniques enhance natural features with precision, allowing for individualized results that cater to unique preferences and facial characteristics. However, infection is a major concern, as unsterilized needles or contaminated ink can introduce harmful pathogens. This can lead to severe health issues, including hepatitis, HIV, and staph infections. The integration of digital technology in permanent makeup (PMU) training opens new opportunities for both artists and clients. Virtual simulators and digital platforms enable artists to refine their skills, experiment with designs, and access a wealth of online resources and community support. This technological advancement enhances the learning experience and ensures higher precision in treatments

Based on procedure type, the microblading sub-segment accounted for the highest market share in 2023.

Microblading has surged in popularity due to its ability to provide natural-looking, long-lasting

eyebrow enhancement with minimal maintenance. This manual technique, using a hand-held microblade to deposit pigment in hair-like strokes, ensures a refined, permanent look that can last 2-3 years. Unlike traditional eyebrow makeup, microblading saves time and money by eliminating the need for daily application and frequent salon visits. The procedure is quick, typically taking around 1.5 hours, and is relatively painless, with results that resist smudging or smearing.

Based on tool type, the pigments sub-segment accounted for the highest market share in 2023.

Permanent makeup pigments are finely ground to ensure they stay effectively in the skin's upper layers, with gamma ray sterilization guaranteeing safety. These pigments are essential for various applications like eyebrow reconstruction, lip blushing, and medical micropigmentation. Inorganic pigments, such as iron oxides, offer a wide color range and lower allergic reactions, while organic pigments provide vivid, rich colors and superior retention.

Based on service provider, the spas & cosmetic surgery centers sub-segment accounted for the highest market share in 2023.

Spas and cosmetic surgery centers are preferred for permanent makeup due to their specialized expertise and comprehensive care. These facilities offer professional-grade equipment and a sterile environment, ensuring high standards of hygiene and safety. Highly trained technicians and aestheticians provide tailored consultations and precise application, enhancing results and minimizing risks. Additionally, spas and cosmetic centers often use advanced pigments and techniques, ensuring vibrant, long-lasting outcomes.

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Based on end user, the female sub-segment accounted for the highest market share in 2023.

Permanent makeup is predominantly favored by females due to their strong emphasis on facial aesthetics and daily grooming routines. Women often seek the convenience of long-lasting solutions to streamline their beauty regimen and maintain a polished appearance with minimal effort. Additionally, societal norms and beauty standards place a high value on facial aesthetics for women, making permanent makeup a popular choice for enhancing features like brows, lips, and eyeliner.

Based on region, Europe held the highest market share in terms of revenue in 2023.

Permanent makeup is popular in European countries due to their high standards of beauty and personal grooming. Additionally, European beauty trends emphasize natural and refined aesthetics, aligning with the subtle enhancements offered by permanent makeup. Leading

permanent makeup providers in Europe include Aesthetic Medicine, known for their advanced techniques and luxurious treatments, and Eyebrow Bar, which is renowned for its innovative brow solutions.

Key Players

PMU-line

Bella Co., Ltd.

Pinkiou

Nouveau Contour

SC Cosmetics Handels GmbH

WOORHI MECHATRONICS CO., LTD.

Tina Davies

Perma Blend.

Microbeau International

Sviato Shop

The report provides a detailed analysis of these key players in the global permanent makeup market trends. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different regions.

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Recent Industry Developments

In July 2024, a recent study by the U.S. FDA's National Center for Toxicological Research found bacterial contamination in some tattoo and permanent makeup inks. Out of 49 tattoo ink samples, nine had bacterial growth, and 17 of 35 permanent makeup inks were contaminated. The bacteria included *Cutibacterium acnes*, *Staphylococcus epidermidis*, and *Staphylococcus saprophyticus*. This raises concerns about ink sterilization and accuracy of product claims. Experts emphasize the importance of choosing certified, reputable artists and maintaining high hygiene standards.

In October 2022, Highbrow & Rouge, a niche beauty salon specializing in eyelash services, permanent makeup, and microblading, announced to relocate to Chelsea, MI. Founded by Katelyn Mayers in Ann Arbor in 2018, the salon is moving to a larger space at 515 S. Main St., Suite 3, in Chelsea. The new location will feature expanded services, including a retail area for beauty products and gifts.

In September 2022, Pretty In Ink, a new permanent makeup clinic, opened at Salon & Spa Galleria in Lake Worth, Texas. Founded by experienced cosmetics technician Debra Epp, the clinic specializes in enhancing facial features through permanent makeup, including eyebrow shaping, lip redefining, and more. Located in Suite #107 at 4300 Boat Club Road, Pretty In Ink offers a practical alternative to traditional makeup, catering to clients seeking convenience and those with sensitivities.

The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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