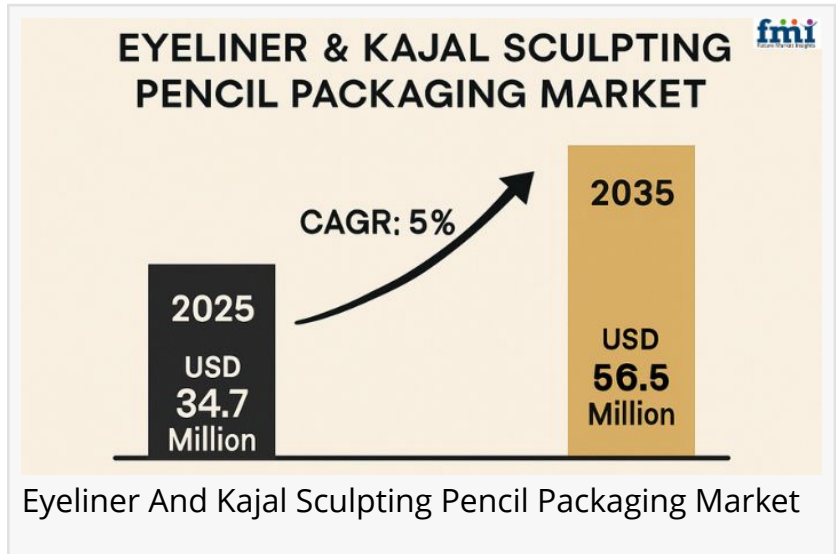


Eyeliners & Kajal Sculpting Pencil Packaging Market to Reach USD 56.5 Million by 2035, Driven by 5% CAGR | FMI

Japan's eyeliner & kajal packaging market grows at 4.6% CAGR, driven by hygienic, refillable designs and consumer demand for minimal, functional aesthetics.

NEWARK, DE, UNITED STATES, June 5, 2025 /EINPresswire.com/ -- The [eyeliners and kajal sculpting pencil packaging market](#) is expected to grow from USD 34.7 million in 2025 to approximately USD 56.5 million by 2035, achieving a Compound Annual Growth Rate (CAGR) of 5%. This consistent growth reflects broader trends in consumer behaviour, regulatory pressures, and advancements in packaging technologies.



Eyeliners and kajal pencils are essential staples in global beauty routines. Traditionally sold in plastic or wood-cased formats, these products are undergoing a packaging revolution. The sculpting pencil, designed for precision application and contouring, demands innovative, ergonomic, and eco-conscious packaging that aligns with consumer expectations and environmental values.

“

Rising beauty trends and demand for precision makeup tools are driving the growth of the Eyeliner and Kajal Sculpting Pencil Packaging Market, with innovation shaping consumer appeal.”

Ismail Sutaria in Packaging at Future Market Insights

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Modern cosmetic packaging must fulfill multiple roles:

preservation, functionality, branding, and sustainability. For eyeliner and kajal sculpting pencils,

the packaging isn't merely decorative; it must offer precision, durability, safety, and recyclability. In this niche segment, packaging design has become a critical driver of product appeal, especially in premium and organic cosmetic segments.

Consumer Demand for Sustainable Beauty is Reshaping Packaging Priorities

One of the most transformative trends impacting the eyeliner and kajal sculpting pencil packaging market is the demand for eco-friendly and sustainable packaging solutions. Modern consumers, especially Millennials and Gen Z, are increasingly aware of the environmental impact of their purchases. This consciousness extends to beauty routines, where they prefer brands using recyclable materials, [biodegradable packaging](#), or refillable formats.

As a result, cosmetic companies are reengineering their packaging supply chains to include eco-conscious materials like bamboo, paperboard, and post-consumer recycled plastics. These packaging alternatives not only minimize environmental impact but also enhance brand appeal among ethically inclined customers.

Key Takeaways From the Eyeliner And Kajal Sculpting Pencil Packaging Market

- South Korea is expected to have the highest CAGR of 5.3% from 2025 to 2035 in the eyeliner and kajal sculpting pencil packaging market.
- The European Union region follows closely with a CAGR of 5.0% during the same period.
- The USA and UK markets are projected to grow at similar rates of 4.8% and 4.7%, respectively.
- Japan shows a slightly lower CAGR of 4.6% from 2025 to 2035.
- Recyclable pencil packaging holds a significant market share of 47.9% in 2025, highlighting the emphasis on sustainability.
- Cosmetics brands dominate the industry segment with a 58.6% market share in 2025.

Discover untapped potential—dive into our [Packaging Formats Industry Analysis](#) for cutting-edge insights and new growth opportunities.

Key Driving Factors of Eyeliner And Kajal Sculpting Pencil Packaging Market

- **Rising Demand for Premium Cosmetic Products:** As consumers seek high-performance and long-lasting makeup, there's a growing demand for luxurious, ergonomic, and stylish packaging that enhances brand appeal and user experience.
- **Focus on Product Differentiation:** Brands are leveraging innovative sculpting pencil packaging to stand out in a saturated market. Unique shapes, retractable mechanisms, and dual-ended designs are driving packaging innovation.
- **Increased Preference for Travel-Friendly and On-the-Go Packaging:** Compact, spill-proof, and easy-to-use packaging formats are increasingly favored by modern, mobile consumers, especially in urban areas.
- **Growing Influence of Social Media and Beauty Influencers:** Visually appealing packaging is

essential for online promotions. Attractive designs and high-quality finishes often influence consumer purchasing decisions driven by digital content.

- Sustainability and Eco-Friendly Packaging Trends: The market is seeing a shift toward recyclable, biodegradable, and refillable eyeliner and kajal packaging solutions due to rising environmental awareness among consumers and regulatory pressures.

Technological Innovations Transforming Cosmetic Packaging

The decade ahead promises significant technological breakthroughs in the cosmetic packaging industry. Smart packaging technologies like embedded NFC chips or QR codes are being introduced to provide enhanced user interaction, product authenticity verification, and recycling information.

In the eyeliner and kajal sculpting pencil market, packaging innovation includes twist-up mechanisms, airtight sealing for longer shelf-life, and modular pencil formats that allow product refilling. These features not only increase convenience but also align with sustainability goals by reducing single-use plastic waste.

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<https://www.futuremarketinsights.com/reports/eyeliner-and-kajal-sculpting-pencil-packaging-market>

Competitive Landscape: Eyeliner And Kajal Sculpting Pencil Packaging Market

The eyeliner and kajal sculpting pencil packaging industry features a mix of established packaging giants and nimble start-ups innovating at the intersection of sustainability and design.

Key Players Include:

- HCT Group (KDC/ONE)
- Alkos Group
- Faber-Castell Cosmetics
- Schwan Cosmetics
- Intercos Group
- Quadpack Industries
- Tokiwa Cosmetics Packaging
- Aptar Beauty + Home
- Anomatic Corporation
- Albea Group

Key Segments: Eyeliner And Kajal Sculpting Pencil Packaging Market

By Product Type:

- Recyclable Pencil Packaging
- Refillable Systems
- Premium Aesthetic Designs
- Custom-Printed Solutions

By Industry:

- Cosmetics Brands
- Sustainability Initiatives
- Luxury Market
- Mass Market

By Region:

- North America
- Latin America
- Western Europe
- Eastern Europe
- Asia Pacific
- Japan
- Middle East and Africa

Have a Look at Related Research Reports on the Packaging Domain:

The paper pallet market size is estimated to be worth USD 739.5 million in 2024 and is anticipated to reach a value of USD 1,171.9 million by 2034. -

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The market is projected to increase from USD 846.6 million in 2025 to USD 1,574.5 million in

2035 at a CAGR of 6.4% over the analysed period. -

<https://www.futuremarketinsights.com/reports/insulated-coolers-market>

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