

Eye Shadow Market 2025 Trends: Expected to Grow at a CAGR of 6.3% from 2022 to 2031, Claims AMR

By form, the powder segment was the highest revenue contributor to the eye shadow market, with \$1,352.3 million in 2021

WILMINGTON, DE, UNITED STATES, July 11, 2025 /EINPresswire.com/ -- The global [eye shadow market](#) is poised for robust growth, fueled by evolving beauty trends, rising consumer demand for customizable cosmetics, and increased awareness of cruelty-free and sustainable beauty products. The [eye shadow](#) market size

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The eye shadow market size was valued at \$2.8 billion in 2021, and is estimated to reach \$5.1 billion by 2031, growing at a CAGR of 6.3% from 2022 to 2031.”

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was valued at \$2.8 billion in 2021, and is estimated to reach \$5.1 billion by 2031, growing at a CAGR of 6.3% from 2022 to 2031, driven by rising interest in bold, artistic makeup looks and advanced formulations.

Eye shadow, a staple in the cosmetics industry, is seeing a

resurgence in popularity as consumers seek out highly pigmented, long-lasting, and versatile options. Beauty influencers and makeup artists on social media platforms like Instagram and TikTok continue to drive consumer interest in experimenting with new shades, textures, and finishes, encouraging more frequent product purchases.

The rise of vegan, cruelty-free, and eco-friendly beauty products is another major trend reshaping the Eye Shadow Market. Brands are increasingly incorporating natural and ethically sourced ingredients into their formulations, appealing to environmentally conscious consumers. The demand for "clean beauty" products has particularly gained momentum among millennials and Gen Z consumers, with many opting for eye shadows that align with their personal values.

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Market Drivers

Customization and Personalization: Consumers are seeking more customizable beauty experiences, with eye shadow palettes offering buildable shades that suit diverse skin tones and

preferences.

Bold and Artistic Makeup Trends: The shift toward vibrant, statement-making eye looks is pushing the demand for more innovative formulas, such as metallics, glitters, and multi-chrome finishes.

Sustainable Packaging: In response to environmental concerns, brands are moving toward sustainable packaging solutions, reducing plastic usage, and offering refillable eye shadow palettes.

Regional Insights North America and Europe remain key regions for eye shadow sales due to their strong beauty markets and established consumer base. However, the Asia-Pacific region is expected to emerge as the fastest-growing market, driven by increasing beauty consciousness and rising disposable incomes, particularly in China and India.

Competitive Landscape Leading beauty brands such as MAC, Urban Decay, and Benefit Cosmetics, along with indie brands like ColourPop and Huda Beauty, are expanding their product portfolios to meet the evolving preferences of their global customer base. The push toward limited-edition collections, influencer collaborations, and the integration of AR technology for virtual try-ons is enhancing the overall customer experience and driving further market expansion.

Outlook and Future Trends As consumer preferences continue to shift towards bold, expressive makeup looks, and demand for clean and sustainable beauty grows, the Eye Shadow Market is expected to see continued innovation. The emergence of new formulations, such as long-wear liquid eye shadows and hybrid products that double as highlighters or liners, is likely to further propel market growth.

About the Eye Shadow Market The Eye Shadow Market includes a variety of products such as pressed powder shadows, cream-based formulas, loose pigments, and multi-use sticks. With beauty trends evolving rapidly, eye shadow remains a key category in the global cosmetics industry.

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KEY FINDINGS OF STUDY

By form, the powder segment was the highest revenue contributor to the market, with \$1,352.3 million in 2021, and is estimated to reach \$2,534.2 million by 2031, with a CAGR of 6.6%.

By price range, the mass segment was the highest revenue contributor to the market, with \$1,623.8 million in 2021, and is estimated to reach \$2,895.5 million by 2031, with a CAGR of 6.0%.

Depending on sales channel, the offline segment was the highest revenue contributor to the market, with \$2,363.9 million in 2021, and is estimated to reach \$4,374.9 million by 2031, with a CAGR of 6.4%.

Region wise, Asia-Pacific was the highest revenue contributor, accounting for \$1,000.9 million in

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Amway Corporation
Arbonne International

Aveda

Avon

Chanel

Clarins Group

Coty Inc.

Estee Lauder Companies Inc.

Kao Corporation

Korres SA

L'Oréal SA

LVMH

Oriflame Cosmetics

Revlon

Shiseido

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