

Electric Makeup Brush Market Set For Rapid Expansion With 10.7% CAGR Through 2030

The Business Research Company's Electric Makeup Brush Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, September 9, 2026 /EINPresswire.com/ -- The [electric makeup brush market](#) has been witnessing rapid development as more consumers seek efficient and advanced beauty tools. With rising personal grooming habits and innovations in cosmetic technology, this sector is shaping up for substantial growth over the next several years. Let's explore the current market size, key factors driving expansion, notable players, and emerging trends shaping this evolving industry.

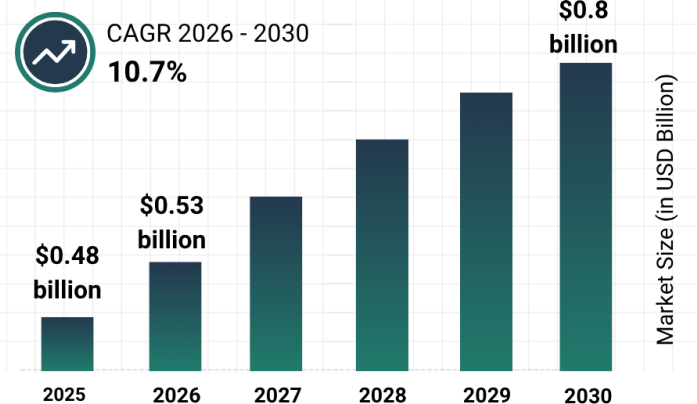
[Electric Makeup Brush Market Size](#) and Growth Outlook

The electric makeup brush market has experienced swift expansion recently, with its value expected to climb from \$0.48 billion in 2025 to \$0.53 billion in 2026, reflecting a strong compound annual growth rate (CAGR) of 11.2%. This growth in past years stems from the increasing popularity of personal grooming habits, higher consumer spending on premium beauty items, the influence of beauty influencers and makeup tutorials, growth in professional salon and beauty services, and a rising preference for convenient, time-saving cosmetic application devices.

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Electric Makeup Brush Market Report 2026



Electric Makeup Brush Market Size



Looking ahead, the market is projected to grow robustly, reaching \$0.8 billion by 2030 at a CAGR of 10.7%. This momentum will be driven by greater demand for cutting-edge beauty technology, the rising adoption of rechargeable personal care appliances, a stronger preference for customized makeup application tools, wider e-commerce distribution channels, and consumers' growing interest in high-performance cosmetic accessories. Leading trends during this period include increased demand for automated makeup brushes that ensure consistent blending, rechargeable brushes with improved battery life, multifunctional brushes with interchangeable heads, a focus on professional-quality results at home, and portable devices suitable for travel.

Understanding the Electric Makeup Brush Device

An electric makeup brush is a motorized cosmetic tool designed to automate or enhance makeup application through powered brush movements. Typically battery-operated or rechargeable, these devices feature a handle integrated with either fixed or interchangeable brush heads made from synthetic or blended fibers. Their design aims to provide more even makeup distribution, reduce manual effort, and improve blending consistency for a flawless finish.

View the full electric makeup brush market report:

https://www.thebusinessresearchcompany.com/report/electric-makeup-brush-market-report?utm_source=ENPresswire&utm_medium=Paid&utm_campaign=Sep_PR

Impact of E-commerce on the Electric Makeup Brush Market

The rising popularity of e-commerce is playing a pivotal role in boosting the electric makeup brush market. E-commerce involves buying and selling products through online platforms, websites, and mobile applications, an area that has expanded due to increased smartphone use and consumers' preference for convenient online shopping with home delivery. This trend enhances accessibility to a broad range of beauty devices, allows easy product comparisons, promotes online discounts, and supports direct-to-consumer sales. For example, in October 2024, the International Trade Council reported that global e-commerce sales surged to \$5.8 trillion in 2023 from \$5.2 trillion in 2022, an approximate 11.5% rise, with projections reaching \$6.3 trillion in 2024. Consequently, this growing e-commerce presence is a significant driver for the electric makeup brush market.

The Role of Growing Working Women Population in Market Growth

Another important factor fueling market growth is the increasing number of working women worldwide. This demographic represents women engaged in professional, corporate, business, and income-generating roles across diverse industries. Rising education levels and financial independence have contributed to the growth of this segment. Electric makeup brushes cater to this group by offering quick, consistent, and salon-quality makeup application, ideal for busy schedules and on-the-go use. In line with this, the International Labour Organization reported in March 2024 that the employment-to-population ratio for women in G20 countries rose slightly

from 46.3% in 2022 to 46.4% in 2023, signaling steady workforce participation. This expanding working women population is thus a catalyst for increased demand in the electric makeup brush market.

Expansion of the Cosmetics and Skincare Industry Boosting Market Demand

The global cosmetics and skincare sector is another key driver behind the electric makeup brush market's growth. This industry encompasses the creation, production, marketing, and sale of beauty, personal care, and skin health products aimed at enhancing appearance and skin wellness. Increasing consumer awareness about grooming, beauty enhancement, and skincare routines is propelling the sector's expansion. As a result, there is a heightened demand for advanced beauty tools that improve makeup application efficiency, deliver professional-level results, and complement premium cosmetics. Supporting this, the Cosmetic, Toiletry and Perfumery Association reported in 2024 that sales in the toiletries and beauty segments reached \$13.1 billion (£10.3 billion), marking an 8.4% increase from the previous year. This growth in cosmetics and skincare directly contributes to the rising popularity of electric makeup brushes.

Regional Outlook and Fastest Growing Markets in Electric Makeup Brushes

In 2025, North America held the largest share in the electric makeup brush market. However, the Asia-Pacific region is anticipated to experience the fastest growth during the forecast period. The market analysis covers regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive global perspective on the industry's direction.

Our latest 2026 market reports provide expanded strategic and visual intelligence with market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, together with updated graphics and tables.

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