

Eye Cream Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

Market Report | 2024-09-25 | 140 pages | Global Market Insights

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Report description:

The Global Eye Cream Market was valued at approximately USD 4.77 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 6.6% from 2024 to 2032. This growth is driven by increasing concerns about eye skin issues, including dark circles, puffiness, and signs of aging. Factors such as stress, insufficient sleep, and prolonged screen time exacerbate these problems, resulting in a heightened demand for effective eye care products.

Consumers are becoming more educated about their skincare needs, leading to a preference for targeted solutions. Social media and beauty influencers have played a significant role in promoting eye care as an essential part of daily skincare routines. Additionally, younger generations are increasingly conscious of anti-aging strategies, prompting them to seek preventative care earlier in life and contributing to market expansion.

The market is categorized by product type, including moisturizing, firming, anti-aging, anti-allergy, brightening, and de-puffing eye creams. In 2023, moisturizing eye creams held the largest market share, accounting for 29.5% of total sales. This segment is expected to maintain its dominance, projected to reach approximately USD 2.61 billion by 2032. These creams address various issues such as dryness, puffiness, and uneven skin texture, making them suitable for individuals of all ages and skin types. The inclusion of beneficial ingredients like hyaluronic acid, glycerin, and natural oils enhances their appeal, as consumers seek both immediate improvements and long-term anti-aging benefits.

When classified by skin type, the market features segments for dry skin, oily skin, and others, with the latter segment leading in 2023 and capturing 48.4% of the market share. This segment is expected to grow, with a projected valuation of USD 4.18 billion by 2032. Eye creams designed for various skin types, including those formulated for sensitive skin, are gaining traction in the market. These versatile formulations attract a broader consumer base as individuals increasingly recognize their unique skin sensitivities and seek gentle yet effective products. Many eye creams contain calming ingredients like chamomile, aloe vera, and hypoallergenic compounds, ensuring they are suitable for all skin types.

The Asia-Pacific region is at the forefront of the eye cream market, anticipating a CAGR of 7.1% and expected to reach USD 3.45 billion by 2032. The region's significant and varied population generates robust demand for skincare products, including eye creams. Moreover, the rising awareness among younger consumers about the importance of skincare routines, in line with the

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influence of established beauty trends, further fuels the demand for eye creams in this market.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

Chapter 2 Executive Summary

2.1 Industry 360 synopsis, 2021 - 2032

Chapter 3 Industry Insights

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.2 Regulatory landscape
 - 3.3 Impact forces
 - 3.3.1 Growth drivers
 - 3.3.1.1 Increasing prevalence of eye skin issues
 - 3.3.1.2 Rising awareness for organic component
 - 3.3.1.3 Increase in number of social media users
 - 3.3.2 Industry pitfalls & challenges
 - 3.3.2.1 Rising skin allergy issues
 - 3.4 Consumer buying behavior analysis
 - 3.4.1 Demographic trends
 - 3.4.2 Factors affecting buying decision
 - 3.4.3 Consumer product adoption
 - 3.4.4 Preferred distribution channel
 - 3.4.5 Preferred price range
 - 3.5 Growth potential analysis
 - 3.6 Porter's analysis
 - 3.7 PESTEL analysis
- #### Chapter 4 Competitive Landscape, 2023
- 4.1 Introduction
 - 4.2 Company market share analysis
 - 4.3 Competitive positioning matrix
 - 4.4 Strategic outlook matrix
- #### Chapter 5 Market Estimates & Forecast, By Type, 2021 - 2032, (USD Million) (Million Units)

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5.1 Key trends
5.2 Moisturizing eye cream
5.3 Forming eye cream
5.4 Anti-aging eye cream
5.5 Anti-allergy eye cream
5.6 Brightening eye cream
5.7 De-puffing eye cream
Chapter 6 Market Estimates & Forecast, By Ingredient, 2021 - 2032, (USD Million) (Million Units)
6.1 Key trends
6.2 Vitamin E
6.3 Niacinamide
6.4 vitamin A
6.5 Retinol
6.6 Other (hyaluronic acid, etc)
Chapter 7 Market Estimates & Forecast, By Skin Type, 2021 - 2032, (USD Million) (Million Units)
7.1 Key trends
7.2 Dry skin
7.3 Oily skin
7.4 Other (all skin, sensitive skin)
Chapter 8 Market Estimates & Forecast, By Price, 2021 - 2032, (USD Million) (Million Units)
8.1 Key trends
8.2 Low
8.3 Medium
8.4 High
Chapter 9 Market Estimates & Forecast, By Application, 2021 - 2032, (USD Million) (Million Units)
9.1 Key trends
9.2 Professional
9.3 Personal
Chapter 10 Market Estimates & Forecast, By Sales Channel, 2021 - 2032, (USD Million) (Million Units)
10.1 Key trends
10.2 Online
10.2.1 E-commerce
10.2.2 Company website
10.3 Offline
10.3.1 Specialty store
10.3.2 Mega retail stores
10.3.3 Others
Chapter 11 Market Estimates & Forecast, By Region, 2021 - 2032, (USD Million) (Million Units)
11.1 Key trends
11.2 North America
11.2.1 U.S.
11.2.2 Canada
11.3 Europe
11.3.1 Germany
11.3.2 UK
11.3.3 France
11.3.4 Italy

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- 11.3.5 Spain
- 11.4 Asia Pacific
 - 11.4.1 China
 - 11.4.2 India
 - 11.4.3 Japan
 - 11.4.4 South Korea
 - 11.4.5 Australia
- 11.5 Latin America
 - 11.5.1 Brazil
 - 11.5.2 Mexico
- 11.6 MEA
 - 11.6.1 UAE
 - 11.6.2 Saudi Arabia
 - 11.6.3 South Africa
- Chapter 12 Company Profiles
 - 12.1 Amorepacific Corporation
 - 12.2 Avon Products, Inc.
 - 12.3 Beiersdorf AG
 - 12.4 Cadila Pharmaceuticals
 - 12.5 The Estee Lauder Companies Inc.
 - 12.6 Eye Care Cosmetics
 - 12.7 Johnson & Johnson
 - 12.8 Kao Corporation
 - 12.9 L'Oreal S.A.
 - 12.10 Mary Kay Inc.
 - 12.11 Oriflame Holding AG
 - 12.12 The Procter & Gamble Company
 - 12.13 Shiseido Company, Limited
 - 12.14 The Body Shop International Limited
 - 12.15 Unilever PLC

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