

Global Herbal Organic Mascara Market is Estimated to Grow by 4.3% of CAGR by 2023

Market Research Future published a half cooked research report on the organic cheese powder market, which is estimated to grow at a CAGR 4.3% by 2023

PUNE, MAHARASHTRA, INDIA, August 18, 2017 /EINPresswire.com/ -- [Global Herbal & Organic Mascara Market](#) Information: By Type (Volumizing Mascara, Lengthening Mascara, Curling Mascara, others), By Form (Liquid, Cake, Cream, others), By Certification (Organic, Herbal, Organic and Herbal), By Distribution Channel (Supermarket/Hypermarket, Specialty Stores, Drug-Stores, Convenience Stores, E-Commerce, others), and By Region Forecast To 2023

Rising sale of herbal & organic mascara is driven majorly by its increasing applications across the beauty and fashion sectors. The market of herbal mascara is also driven by consumers readily adopting the vegan lifestyle. Conventional mascara contains toxic chemicals that affects the vision due to which consumers have a high inclination towards cosmetics manufactured using natural ingredients. Developing fashion awareness and self-consciousness among the female population in developed regions have led to increased demand for herbal & organic mascara globally. Additionally, increasing disposable income has also influenced the positive growth of this market. The production of herbal & organic mascara is high in North America and is projected to increase at a positive growth rate in various countries of Asia-Pacific and Europe over the forecast period.

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Market Forecast

The global [herbal & organic mascara market](#) share is expected to grow at a higher growth rate supported by the rising fashion sense among the population. Increasing demand for luxury cosmetics from the fashion sector has also increased the share for herbal and mascara in the global market. Developing economic conditions of various regions is fueling up the market demand for herbal & organic mascara on the global level.

All these factors contribute to the calculated CAGR of 4.3% of herbal & organic mascara market during 2017-2023.

Downstream analysis

The demand for curling herbal & organic mascara is growing at a significant rate, whereas, volumizing herbal & organic mascara holds a share of a lion in the market. This is backed up by the high consumer's preference towards mascara, which looks natural and gives the eye a subtle appearance. With the increase in the demand for easy to apply mascara the liquid form of herbal & organic mascara is expected to increase during the forecast period.

Supporting the chemical-free as well as natural cosmetics, herbal & organic certified mascara is holds a major share in this market. Moreover, the sale of herbal & organic mascara through specialty stores accounts for a significant share amongst the various other distribution channels.

Competitive analysis

The major key players in the herbal & organic mascara market are

- Ecco Bella (U.S.)
- Ulta Beauty, Inc. (U.S.)
- Lotus Herbals Limited (India)

- Odylique (U.K.)
- Au Naturale, Llc (U.S.)
- RMS Beauty (U.S.)
- Josie Maran Cosmetics (U.S.)

Herbal & organic mascara manufacturers across various regions are following the strategy of adding innovations to their products to expand their business. Owing to this, the key players are investing highly in R & D sector to improve their existing products line and to launch unique products. This is one of the major factors that propel the demand for herbal & organic mascara as a key eye cosmetic product. In the Europe, France is amongst the dominating countries holding a major share in herbal & organic mascara market and exports the product to various other countries, which include the U.S., China, Singapore, the U.K., Germany, and others.

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Regional Analysis

The global herbal & organic mascara market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). North America holds a major market share followed by Asia Pacific. High demand for herbal & organic mascara from the developed countries of these regions is contributing to the positive growth of the herbal & organic mascara market. China, Hong Kong, the U.K., Singapore, and Germany are the major importers of herbal and organic mascara. Economic growth and developed trading channels are driving the growth of herbal & organic mascara market in these countries.

Market Segmentation

Global herbal & organic mascara market is segmented by type, form, certification, distribution channel, and region

Increasing beauty consciousness and more emphasis on natural, chemical-free cosmetic products have a significant impact on this market. Manufacturer's high focus on the product innovations has resulted in wide range product offerings. This has attracted the attention of consumers over the time further increasing the product's market share. Technological strides and a keen focus on R & D has supported in fueling up the market share. Players emphasize on launching the unique product line in eye cosmetic range to gain consumers attention. Increasing population of women adopting natural and chemical-free makeup trends has been increasing the sale of herbal & organic mascara globally.

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Among the various herbal & organic mascara products, volumizing herbal & organic mascara is evaluated to hold a major share based on the high demand for mascara to enhance the volume of the lashes to make them look thicker and prominent. Based on the form, share of liquid herbal & organic mascara is found to be high owing to convenience in applications. Based on the certification of the product, herbal & organic both is found to be dominating the segment due to high awareness amongst the consumers and rising demand for herbal products. Specialty stores are found to be the major hub for the sale of herbal & organic mascara backed up by one stop shopping experience and high availability of the desired products through the channel.

Key Findings

- Market share of cake based herbal & organic mascara is found to be growing at a higher rate during the forecast period
- Top exporters of herbal & organic mascara include Germany, France, South Korea, the U.S., Japan, and Singapore

Segments

Herbal & organic mascara has been segmented on the basis of types, which comprises volumizing mascara, lengthening mascara, curling mascara, and others. Volumizing herbal & organic mascara is found to hold a major share due to high consumer's preference.

Herbal & organic mascara has been segmented on the basis of forms, which include liquid, cake, cream,

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