

Global Eyelash Serum Market Report and Forecast 2024-2032

Market Report | 2024-06-17 | 206 pages | EMR Inc.

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Report description:

Global Eyelash Serum Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global eyelash serum market size reached a value of USD 860 million in 2023. Aided by the rising investments by the key players of the market towards promotion and product enhancement, the market is projected to further grow at a CAGR of 6.0% between 2024 and 2032 to reach a value of USD 1,457.06 million by 2032.

Eyelash serums are cosmetic products designed to improve the length, thickness, and overall health of eyelashes. These serums typically contain a variety of ingredients, including vitamins, peptides, and botanical extracts, which nourish and condition the lashes, promoting their growth and reducing breakage. The increasing consumer preference for naturally enhanced beauty is driving the eyelash serum market growth. With the growing awareness of the benefits associated with using high-quality eyelash serums, there has been a significant shift towards incorporating these products into daily beauty routines, leading to a surge in demand for eyelash serums.

Additionally, the rising trend of health and wellness has further contributed to the increasing popularity of eyelash serums. As consumers become more conscious of the ingredients used in their beauty products, there is a growing demand for serums that are free from harmful chemicals and formulated with natural, safe ingredients. This trend is particularly pronounced among millennials and Gen Z consumers, who prioritize clean beauty products that offer both efficacy and safety while playing a significant role in the eyelash serum market expansion.

The expanding applications of eyelash serums in various cosmetic formulations also play a significant role in propelling the market. In the cosmetic industry, eyelash serums are used as a key component in enhancing the effectiveness of other eye-related products, such as mascaras and eyeliners. The ability of eyelash serums to complement and enhance the performance of these products makes them a valuable addition to comprehensive beauty routines.

Further, the growing influence of social media and beauty influencers has led to an increased focus on eyelash serums. Platforms like Instagram, YouTube, and TikTok have become essential tools for beauty brands to reach their target audience and showcase the benefits of their products. The endorsement of eyelash serums by popular beauty influencers has significantly boosted their visibility and credibility, driving consumer interest and adoption.

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As per the global eyelash serum market analysis, the global beauty and personal care industry is experiencing robust growth, driven by increasing consumer awareness of personal grooming and the desire for aesthetically pleasing appearances. Eyelash serums, as a significant segment of this market, are benefiting from this trend, with consumers seeking products that enhance their natural beauty. The power of social media platforms and beauty influencers in shaping consumer preferences cannot be overstated. Eyelash serums have gained significant traction through endorsements and tutorials by beauty influencers, which has led to increased consumer interest and higher sales.

Consumers are increasingly favouring beauty products that are free from harmful chemicals and made with natural ingredients. This trend has led to the development of eyelash serums formulated with botanical extracts, vitamins, and peptides, appealing to health-conscious consumers while aiding the eyelash serum market development. As part of a comprehensive beauty regimen, eyelash serums are being increasingly incorporated into daily routines for their benefits in enhancing eyelash growth and health. This trend is driven by consumer desire for long, thick, and healthy lashes.

The global eyelash serum market is poised for significant growth in the coming years, driven by the rising demand for beauty and personal care products, the influence of social media and beauty influencers, and the trend towards natural and clean beauty products. The market faces challenges such as high product costs, regulatory hurdles, and the availability of alternative solutions. However, opportunities for innovation in product formulations, expansion in emerging markets, and effective marketing and promotional strategies present growth prospects for market players. North America, Europe, and Asia Pacific are expected to dominate the market, with significant contributions from Latin America and the Middle East and Africa.

Market Segmentation

The market can be divided based on type, distribution channel and region.

Market Breakup by Type

- Lash Primer
- Serum Containing Prostaglandins
- Serums Containing Peptides

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Speciality Stores
- Online
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global eyelash serum market. Some of the major players explored in the report by Expert Market Research are as follows:

- L'Oreal S.A.
- Shiseido Co Ltd.
- Christian Dior SE
- ROCASUBA, Inc.
- Grande Cosmetics LLC
- e.l.f. Cosmetics, Inc.
- Pacifica Beauty LLC
- Harpar Grace International Limited

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- []Olaplex, Inc
- []Skin Research Laboratories
- []Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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