

U.S. Lash Extension Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Report | 2024-10-04 | 65 pages | Global Market Insights

AVAILABLE LICENSES:

- Single User \$4850.00
- Multi User \$5350.00
- Enterprise User \$7350.00

Report description:

U.S. Lash Extension Market reached a value of USD 245.8 million in 2023 and is anticipated to grow at a CAGR of 6.6% throughout 2024-2032. This growth is largely driven by the increasing focus on eye aesthetics, which has made lash extensions a staple in personal beauty routines. Many consumers recognize the ability of lash extensions to enhance the eyes and overall appearance, aligning with evolving beauty standards. As a result, lash extensions are gaining popularity as a preferred choice for both daily use and special occasions. Social media platforms have also significantly influenced this market.

Platforms like Instagram, TikTok, and YouTube have popularized lash extensions by highlighting them in beauty trends, often shared by influencers and celebrities. This exposure has contributed to making lash extensions a desirable beauty accessory, particularly among younger audiences strongly impacted by digital content. The visibility of lash extensions online has led to heightened consumer interest, with more individuals seeking to replicate these trends in their beauty routines. The appeal of lash extensions is also linked to their convenience and low-maintenance benefits, which cater to busy lifestyles.

With lash extensions, individuals can enjoy a polished look without needing daily mascara application, as they can last for several weeks. This time-saving aspect resonates with working professionals and parents who value a consistent and effortless appearance, increasing the demand for lash extensions. In terms of product type, the market is segmented into human hair, mink, silk, and synthetic lash extensions. As of 2023, mink lashes dominated the market, valued at USD 69.6 million and projected to reach USD 122 million by 2032. Mink lashes are popular for their soft, natural feel, which many consumers find appealing for high-quality and long-term wear.

Their lightweight design enhances comfort, while their natural appearance closely mimics real lashes, which attracts those looking for a subtle yet luxurious enhancement. By length, lash extensions are categorized into lengths up to 5 mm, 5 mm - 10 mm, and more than 10 mm. In 2023, the 5 mm - 10 mm category held the largest market share, capturing 56% of the market. This length is particularly popular due to its versatility, providing a balance between a natural look and noticeable enhancement. It suits both

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

casual and formal settings, appealing to consumers seeking a flexible style. Additionally, salons often mix lengths within this range to create personalized looks, which supports the growing demand for customized lash services.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 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 Supplier landscape
 - 3.3 Profit margin analysis
 - 3.4 Raw material analysis
 - 3.5 Key news & initiatives
 - 3.6 Regulatory landscape
 - 3.7 Impact forces
 - 3.7.1 Growth drivers
 - 3.7.1.1 Evolving beauty standards
 - 3.7.1.2 Changing consumer preferences
 - 3.7.1.3 Influence of social media and celebrity culture
 - 3.7.1.4 Expansion of professional services
 - 3.7.2 Industry pitfalls & challenges
 - 3.7.2.1 High competition and market saturation
 - 3.7.2.2 Changing consumer preferences
 - 3.8 Growth potential analysis
 - 3.9 Porter's analysis
 - 3.10 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)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.1 Key trends

5.2 Mink

5.3 Human Hair

5.4 Silk

5.5 Synthetic

Chapter 6 Market Estimates & Forecast, By Length, 2021-2032 (USD Million) (Million Units)

6.1 Key trends

6.2 Up to 5 mm

6.3 5mm -10 mm

6.4 More than 10 mm

Chapter 7 Market Estimates & Forecast, By Color, 2021-2032 (USD Million) (Million Units)

7.1 Key trends

7.2 Natural

7.3 Colored

7.4 Two Tone

Chapter 8 Market Estimates & Forecast, By Price Range, 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 End Use, 2021-2032 (USD Million) (Million Units)

9.1 Key trends

9.2 Individual

9.3 Commercial

Chapter 10 Market Estimates & Forecast, By Distribution Channel, 2021-2032 (USD Million) (Million Units)

10.1 Key trends

10.2 Online

10.2.1 Company owned website

10.2.2 E- commerce website

10.3 Offline

10.3.1 Specialty stores

10.3.2 Supermarket & hypermarkets

10.3.3 Factory outlets

10.3.4 Other retail stores

Chapter 11 Company Profiles

11.1 Babe Lash

11.2 Borboleta Beauty

11.3 Glam Lash

11.4 Lash Affair

11.5 Lash Boss

11.6 Lash Me

11.7 Lash Pop

11.8 Lashbox LA

11.9 Lashify

11.10 Lavish Lashes

11.11 Pinky's Lash Bar

11.12 Sky Lashes

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

11.13 The Lash Lounge
11.14 Vava Lash
11.15 Xtreme Lashes

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

U.S. Lash Extension Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Report | 2024-10-04 | 65 pages | Global Market Insights

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User	\$4850.00
	Multi User	\$5350.00
	Enterprise User	\$7350.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com