

Global False Lashes Market Size study & Forecast, by Raw Material (Human Hair, Synthetic Hair, Feather, Metal, Others), by Type (Regular Lashes, Colored Lashes, Decorative Lashes, Others), by Distribution Channel (Malls & Hypermarket, Offline Retailers, E-commerce, Others) and Regional Analysis, 2023-2030

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Abstracts

Global False Lashes Market is valued approximately at USD 1.72 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.2% over the forecast period 2023-2030. False lashes, also known as eyelash extensions or strip lashes, are artificial hair that are applied to the natural lashes to enhance their length, thickness, and overall appearance. They are typically made from synthetic materials or natural hair and come in various lengths, styles, and densities. Moreover, growing beauty & personal care market and rising household annual spending anticipated to be key market growth drivers. Furthermore, growing e-commerce market and rising social media influencers emerged as the key growth opportunities in the market during the forecast period of 2023-2030.

According to the Statista, the projected growth of the skin care segment in the beauty and personal care market indicates a positive outlook for the false lashes market. With an estimated revenue increase of USD 25.9 billion and a growth rate of 16.61 percent from 2023 to 2027, the rising interest in skincare contributes to the demand for beauty-enhancing products like false lashes. This indicates a growing beauty consciousness among consumers and presents opportunities for the false lashes market to expand alongside the skincare industry. The global false lashes market is significantly influenced by variations in household spending across countries. According to the Organization for Economic Co-operation and Development (OECD) in 2021. For

instance, in the United States, annual spending on household items reaches an impressive USD 15,902,575 million, whereas in India, it amounts to approximately USD 5,676,662 million. These substantial disparities underscore the crucial need to comprehend consumer behaviors and market dynamics in diverse regions when assessing the global false lashes market. However, limited durability & reusability and allergic reaction & infection may hamper the growth of the market during the forecasted period of 2023-2030.

The key regions considered for the Global False Lashes Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The Asia Pacific region dominates the global false lashes market due to its large consumer base, beauty-conscious culture, influence of K-Beauty and J-Beauty trends, presence of local manufacturers, e-commerce and social media influence, growing disposable income, and market expansion efforts by global and regional brands. North America is the fastest growing region in the global false lashes market due to its thriving beauty and cosmetics industry, influential celebrity and influencer culture, increasing demand for lash enhancements, technological advancements, and well-established distribution networks.

Major market player included in this report are:

Tarte, Inc.

Momi Eyelash Co., Ltd

Velour Cosmetics Inc.

Plumage Lash Products Co., Ltd.

Qingdao Lashbeauty Cosmetic Co.,Ltd

ESQIDO LTD.

Lilly Lashes, LLC

PT Bintang Mas Triyasa

Xtreme Lashes, LLC

KISS Products, Inc.

Recent Developments in the Market:

In January 2022, Loveseen has introduced a new packaging for their false lashes that is almost entirely devoid of plastic, with a 98% reduction. The company also has future plans to make further advancements in minimizing plastic usage.

In May 2023, KISS Products, Inc. is thrilled to unveil an upcoming disruptive out-of-home advertising campaign in New York City and Los Angeles, in support of its latest breakthrough innovation, imPRESS Falsies. Since its recent introduction, imPRESS Falsies has captivated consumers with its unique features. As the world's first-ever one-step, press-on under lash false eyelash, imPRESS Press-On Falsies utilize groundbreaking pre-bonded technology, eliminating the requirement for traditional glue.

Global False Lashes Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Raw Material, Type, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Raw Material:

Human Hair

Synthetic Hair

Feather

Metal

Others

By Type:

Regular Lashes

Colored Lashes

Decorative Lashes

Others

By Distribution Channel:

Malls & Hypermarket

Offline Retailers

E-commerce

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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