

Global Eyelash Brush Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G949B3BCDE88EN.html>

Date: December 2024

Pages: 141

Price: US\$ 2,800.00 (Single User License)

ID: G949B3BCDE88EN

Abstracts

Report Overview

Eyelash brushes are essential tools in the beauty industry, primarily used for grooming and styling eyelashes. These brushes typically come in various shapes and sizes, with materials such as plastic, metal, or silicone bristles. They play a crucial role in separating, defining, and lengthening eyelashes, contributing to the overall aesthetics of eye makeup.

The global market for eyelash brushes was valued at approximately \$210 million in 2023. With a projected Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032, the market is expected to reach \$320 million by the end of the forecast period. This growth can be attributed to several key factors driving market expansion.

One of the primary growth drivers is the increasing demand for eye makeup products worldwide. The beauty industry's continuous innovation and introduction of new eye makeup trends have significantly boosted the sales of eyelash brushes. Additionally, the rising popularity of social media platforms and beauty influencers has led to a surge in the adoption of eye-enhancing products, further fueling the demand for eyelash brushes.

Moreover, the growing emphasis on personal grooming and self-care routines among consumers has propelled the sales of beauty tools and accessories, including eyelash brushes. As more individuals prioritize enhancing their appearance and experimenting with different makeup styles, the market for eyelash brushes continues to experience steady growth.

In terms of market trends, there is a noticeable shift towards eco-friendly and sustainable eyelash brushes. With increasing awareness of environmental issues, consumers are actively seeking products that are cruelty-free, vegan, and made from recyclable materials. Beauty brands are responding to this demand by incorporating sustainable practices in their manufacturing processes and offering eco-conscious eyelash brushes to attract environmentally conscious consumers.

Another prominent trend in the market is the integration of technology in eyelash grooming tools. Some companies have introduced innovative electric or heated eyelash brushes that claim to provide better curling and volumizing effects. These technologically advanced brushes cater to consumers looking for convenient and efficient ways to style their eyelashes, reflecting the ongoing trend of beauty tech in the industry.

Furthermore, the market for eyelash brushes exhibits regional dominance in key markets such as North America, Europe, and Asia Pacific. These regions boast significant consumer spending on beauty products, strong retail distribution networks, and a high concentration of beauty influencers and celebrities who drive trends and influence purchasing decisions. The market dynamics in these regions are characterized by intense competition among beauty brands, extensive product offerings, and strategic marketing campaigns to capture market share.

Despite the positive growth outlook, the market for eyelash brushes faces challenges such as increasing competition from counterfeit products, pricing pressures, and the need for continuous product innovation to meet evolving consumer preferences. Beauty companies must navigate these challenges by investing in brand authenticity, quality assurance measures, and research and development to stay ahead in the competitive landscape.

In conclusion, the market for eyelash brushes is poised for steady growth driven by the rising demand for eye makeup products, consumer focus on personal grooming, and trends towards sustainability and technological innovation. Beauty companies that adapt to changing market dynamics, consumer preferences, and industry trends will be well-positioned to capitalize on the opportunities presented in the evolving market landscape.

This report provides a deep insight into the global Eyelash Brush market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market

drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Eyelash Brush Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Eyelash Brush market in any manner.

Global Eyelash Brush Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Touch Beauty

KAI

Shu Uemura

Shiseido

MUJI

Amore Pacific(Innisfree)

L'Oréal(MAYBELLINE)

Est?e Lauder (MAC Cosmetics)

Nanjing Xia Yue(UKISS)

Market Segmentation (by Type)

Comb Shape

Spiral Shape

Bullet Shape

Market Segmentation (by Application)

Retail Store

Exclusive Store

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Eyelash Brush Market

Overview of the regional outlook of the Eyelash Brush Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Eyelash Brush Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the

market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Eyelash Brush

1.2 Key Market Segments

1.2.1 Eyelash Brush Segment by Type

1.2.2 Eyelash Brush Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 EYELASH BRUSH MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Eyelash Brush Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Eyelash Brush Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 EYELASH BRUSH MARKET COMPETITIVE LANDSCAPE

3.1 Global Eyelash Brush Sales by Manufacturers (2019-2024)

3.2 Global Eyelash Brush Revenue Market Share by Manufacturers (2019-2024)

3.3 Eyelash Brush Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Eyelash Brush Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Eyelash Brush Sales Sites, Area Served, Product Type

3.6 Eyelash Brush Market Competitive Situation and Trends

3.6.1 Eyelash Brush Market Concentration Rate

3.6.2 Global 5 and 10 Largest Eyelash Brush Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 EYELASH BRUSH INDUSTRY CHAIN ANALYSIS

- 4.1 Eyelash Brush Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF EYELASH BRUSH MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 EYELASH BRUSH MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Eyelash Brush Sales Market Share by Type (2019-2024)
- 6.3 Global Eyelash Brush Market Size Market Share by Type (2019-2024)
- 6.4 Global Eyelash Brush Price by Type (2019-2024)

7 EYELASH BRUSH MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Eyelash Brush Market Sales by Application (2019-2024)
- 7.3 Global Eyelash Brush Market Size (M USD) by Application (2019-2024)
- 7.4 Global Eyelash Brush Sales Growth Rate by Application (2019-2024)

8 EYELASH BRUSH MARKET SALES BY REGION

- 8.1 Global Eyelash Brush Sales by Region
 - 8.1.1 Global Eyelash Brush Sales by Region
 - 8.1.2 Global Eyelash Brush Sales Market Share by Region
- 8.2 Global Eyelash Brush Market Size by Region
 - 8.2.1 Global Eyelash Brush Market Size by Region

8.2.2 Global Eyelash Brush Market Size Market Share by Region

8.3 North America

8.3.1 North America Eyelash Brush Sales by Country

8.3.2 North America Eyelash Brush Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Eyelash Brush Sales by Country

8.4.2 Europe Eyelash Brush Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Eyelash Brush Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Eyelash Brush Market Size by Region

8.6.2 Asia Pacific Eyelash Brush Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Eyelash Brush Sales by Country

8.7.2 South America Eyelash Brush Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Eyelash Brush Sales by Region

8.8.2 Middle East and Africa Eyelash Brush Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 EYELASH BRUSH MARKET PRODUCTION BY REGION

9.1 Global Production of Eyelash Brush by Region (2019-2024)

9.2 Global Eyelash Brush Revenue Market Share by Region (2019-2024)

9.3 Global Eyelash Brush Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Eyelash Brush Production

9.4.1 North America Eyelash Brush Production Growth Rate (2019-2024)

9.4.2 North America Eyelash Brush Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Eyelash Brush Production

9.5.1 Europe Eyelash Brush Production Growth Rate (2019-2024)

9.5.2 Europe Eyelash Brush Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Eyelash Brush Production (2019-2024)

9.6.1 Japan Eyelash Brush Production Growth Rate (2019-2024)

9.6.2 Japan Eyelash Brush Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Eyelash Brush Production (2019-2024)

9.7.1 China Eyelash Brush Production Growth Rate (2019-2024)

9.7.2 China Eyelash Brush Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Touch Beauty

10.1.1 Touch Beauty Eyelash Brush Basic Information

10.1.2 Touch Beauty Eyelash Brush Product Overview

10.1.3 Touch Beauty Eyelash Brush Product Market Performance

10.1.4 Touch Beauty Business Overview

10.1.5 Touch Beauty Eyelash Brush SWOT Analysis

10.1.6 Touch Beauty Recent Developments

10.2 KAI

10.2.1 KAI Eyelash Brush Basic Information

10.2.2 KAI Eyelash Brush Product Overview

10.2.3 KAI Eyelash Brush Product Market Performance

- 10.2.4 KAI Business Overview
- 10.2.5 KAI Eyelash Brush SWOT Analysis
- 10.2.6 KAI Recent Developments
- 10.3 Shu Uemura
 - 10.3.1 Shu Uemura Eyelash Brush Basic Information
 - 10.3.2 Shu Uemura Eyelash Brush Product Overview
 - 10.3.3 Shu Uemura Eyelash Brush Product Market Performance
 - 10.3.4 Shu Uemura Eyelash Brush SWOT Analysis
 - 10.3.5 Shu Uemura Business Overview
 - 10.3.6 Shu Uemura Recent Developments
- 10.4 Shiseido
 - 10.4.1 Shiseido Eyelash Brush Basic Information
 - 10.4.2 Shiseido Eyelash Brush Product Overview
 - 10.4.3 Shiseido Eyelash Brush Product Market Performance
 - 10.4.4 Shiseido Business Overview
 - 10.4.5 Shiseido Recent Developments
- 10.5 MUJI
 - 10.5.1 MUJI Eyelash Brush Basic Information
 - 10.5.2 MUJI Eyelash Brush Product Overview
 - 10.5.3 MUJI Eyelash Brush Product Market Performance
 - 10.5.4 MUJI Business Overview
 - 10.5.5 MUJI Recent Developments
- 10.6 Amore Pacific(Innisfree)
 - 10.6.1 Amore Pacific(Innisfree) Eyelash Brush Basic Information
 - 10.6.2 Amore Pacific(Innisfree) Eyelash Brush Product Overview
 - 10.6.3 Amore Pacific(Innisfree) Eyelash Brush Product Market Performance
 - 10.6.4 Amore Pacific(Innisfree) Business Overview
 - 10.6.5 Amore Pacific(Innisfree) Recent Developments
- 10.7 L'Oréal(MAYBELLINE)
 - 10.7.1 L'Oréal(MAYBELLINE) Eyelash Brush Basic Information
 - 10.7.2 L'Oréal(MAYBELLINE) Eyelash Brush Product Overview
 - 10.7.3 L'Oréal(MAYBELLINE) Eyelash Brush Product Market Performance
 - 10.7.4 L'Oréal(MAYBELLINE) Business Overview
 - 10.7.5 L'Oréal(MAYBELLINE) Recent Developments
- 10.8 Estée Lauder (MAC Cosmetics)
 - 10.8.1 Estée Lauder (MAC Cosmetics) Eyelash Brush Basic Information
 - 10.8.2 Estée Lauder (MAC Cosmetics) Eyelash Brush Product Overview
 - 10.8.3 Estée Lauder (MAC Cosmetics) Eyelash Brush Product Market Performance
 - 10.8.4 Estée Lauder (MAC Cosmetics) Business Overview

- 10.8.5 Est?e Lauder (MAC Cosmetics) Recent Developments
- 10.9 Nanjing Xia Yue(UKISS)
 - 10.9.1 Nanjing Xia Yue(UKISS) Eyelash Brush Basic Information
 - 10.9.2 Nanjing Xia Yue(UKISS) Eyelash Brush Product Overview
 - 10.9.3 Nanjing Xia Yue(UKISS) Eyelash Brush Product Market Performance
 - 10.9.4 Nanjing Xia Yue(UKISS) Business Overview
 - 10.9.5 Nanjing Xia Yue(UKISS) Recent Developments

11 EYELASH BRUSH MARKET FORECAST BY REGION

- 11.1 Global Eyelash Brush Market Size Forecast
- 11.2 Global Eyelash Brush Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Eyelash Brush Market Size Forecast by Country
 - 11.2.3 Asia Pacific Eyelash Brush Market Size Forecast by Region
 - 11.2.4 South America Eyelash Brush Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Eyelash Brush by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Eyelash Brush Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Eyelash Brush by Type (2025-2032)
 - 12.1.2 Global Eyelash Brush Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Eyelash Brush by Type (2025-2032)
- 12.2 Global Eyelash Brush Market Forecast by Application (2025-2032)
 - 12.2.1 Global Eyelash Brush Sales (K Units) Forecast by Application
 - 12.2.2 Global Eyelash Brush Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

I would like to order

Product name: Global Eyelash Brush Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G949B3BCDE88EN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G949B3BCDE88EN.html>