

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

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Abstracts

Report Overview

Eyelash glue is a specialized adhesive product used in the beauty industry to attach false eyelashes to the natural lash line, enhancing the appearance of eyelashes for cosmetic purposes. The market for eyelash glue is characterized by its niche positioning within the broader beauty and personal care sector.

As of 2023, the global market size for eyelash glue is estimated at approximately \$65 million. The market is projected to grow at a compound annual growth rate (CAGR) of 6.75% from 2024 to 2032, reaching a value of \$98 million by the end of the forecast period.

Several key factors are driving the growth of the eyelash glue market. Firstly, the increasing popularity of beauty influencers and social media platforms has significantly boosted the demand for cosmetic products, including eyelash glue. Additionally, the rising trend of self-grooming and the growing emphasis on personal appearance and aesthetics are driving consumers to experiment with false eyelashes, thereby fueling the demand for eyelash glue.

One prominent trend in the eyelash glue market is the shift towards natural and organic formulations. Consumers are becoming more conscious of the ingredients used in beauty products and are seeking safer, non-toxic alternatives. As a result, manufacturers are increasingly developing eyelash glues made from natural ingredients such as plant-based adhesives and hypoallergenic materials to cater to this demand.

Another trend shaping the market is the innovation in packaging and application

methods. Companies are introducing user-friendly packaging designs and applicators that make the process of applying eyelash glue easier and more convenient for consumers. For instance, the introduction of brush-tip applicators and clear-drying formulas has gained traction among users for their precision and seamless finish.

In terms of regional market distribution, North America and Europe are the leading markets for eyelash glue, driven by the strong presence of established beauty brands, a high level of consumer awareness, and a culture that values beauty and grooming. In these regions, factors such as disposable income levels, fashion trends, and celebrity influence play a significant role in driving market growth.

However, the Asia-Pacific region is also emerging as a lucrative market for eyelash glue, fueled by the growing beauty industry, increasing urbanization, and changing consumer preferences towards Western beauty standards. Countries like China, Japan, and South Korea are witnessing a surge in demand for eyelash glue, driven by a booming cosmetics market and a rising trend of beauty consciousness among the younger population.

Despite the positive growth outlook, the eyelash glue market faces certain challenges. One key challenge is the presence of counterfeit products in the market, which not only affects the revenue of legitimate manufacturers but also poses health risks to consumers due to substandard ingredients. Manufacturers need to invest in robust anti-counterfeiting measures and educate consumers on how to distinguish genuine products from counterfeit ones to mitigate this risk.

In conclusion, the global market for eyelash glue is poised for steady growth driven by factors such as the influence of social media, the trend towards natural formulations, and innovations in product packaging. By capitalizing on these trends and addressing challenges such as counterfeit products, companies in the eyelash glue market can position themselves for success and capitalize on the growing demand for cosmetic products in the beauty industry.

This report provides a deep insight into the global Eyelash Glue 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 Glue 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 Glue market in any manner.

Global Eyelash Glue 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

DAISO

Miche Bloomin

Mybest

MAC

Shiseido

SUAVIS

Shu uemura

D-UP

Ardell

Opera

Market Segmentation (by Type)

Black GlueWhite Glue

White Glue

Market Segmentation (by Application)

Online Sales

Offline Sales

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 Glue Market

Overview of the regional outlook of the Eyelash Glue 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 Glue 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.

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