

Global Eyelash Serum Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Eyelash Serum market size will reach 1,259.82 Million USD in 2025 and is projected to reach 1,797.66 Million USD by 2032, with a CAGR of 5.21% (2025-2032). Notably, the China Eyelash Serum market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Eyelash serum is a cosmetic product formulated to enhance the appearance and health of eyelashes. Typically applied to the base of the eyelashes using a brush or applicator, these serums often contain a combination of nourishing ingredients, vitamins, peptides, and conditioning agents. Eyelash serums are designed to promote the growth of longer, thicker, and fuller eyelashes, as well as strengthen and protect them from breakage. Many individuals use eyelash serums as part of their beauty routine to achieve more dramatic and voluminous lashes, and some serums are available as over-the-counter products, while others may require a prescription from a healthcare professional.

The major global manufacturers of Eyelash Serum include Rodan & Fields, GrandeLASH-MD, RapidLash, NeuLash, Replenix, Vichy Laboratories, RevitaLash Cosmetics, Peter Thomas Roth, LashFOOD, Shiseido, Lancer Skincare, No7, DIORSHOW, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Eyelash Serum. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Eyelash Serum market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Eyelash Serum market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Eyelash Serum industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Eyelash Serum Include:

Rodan & Fields

GrandeLASH-MD

RapidLash

NeuLash

Replenix

Vichy Laboratories

RevitaLash Cosmetics

Peter Thomas Roth

LashFOOD

Shiseido

Lancer Skincare

No7

DIORSHOW

Eyelash Serum Product Segment Include:

Peptide Based Eyelash Serum

Vitamin Based Eyelash Serum

Prostaglandin Derived Eyelash Serum

Eyelash Primer Eyelash Serum

Eyelash Serum Product Application Include:

Supermarkets and Hypermarkets

Convenience Stores

Independent Retailers

Online Sales

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Eyelash Serum Industry PESTEL Analysis

Chapter 3: Global Eyelash Serum Industry Porter's Five Forces Analysis

Chapter 4: Global Eyelash Serum Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Eyelash Serum Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Eyelash Serum Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Eyelash Serum Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Eyelash Serum Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Eyelash Serum Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Eyelash Serum Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Eyelash Serum Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Eyelash Serum Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 EYELASH SERUM MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Eyelash Serum Product by Type
 - 1.2.1 Peptide Based Eyelash Serum
 - 1.2.2 Vitamin Based Eyelash Serum
 - 1.2.3 Prostaglandin Derived Eyelash Serum
 - 1.2.4 Eyelash Primer Eyelash Serum
- 1.3 Eyelash Serum Product by Application
 - 1.3.1 Supermarkets and Hypermarkets
 - 1.3.2 Convenience Stores
 - 1.3.3 Independent Retailers
 - 1.3.4 Online Sales
 - 1.3.5 Others
- 1.4 Global Eyelash Serum Market Revenue and Sales Analysis
 - 1.4.1 Global Eyelash Serum Market Size Analysis (2020-2032)
 - 1.4.2 Global Eyelash Serum Market Sales Analysis (2020-2032)
 - 1.4.3 Global Eyelash Serum Market Sales Price Trend Analysis (2020-2032)
- 1.5 Eyelash Serum Industry Trends and Innovation
 - 1.5.1 Eyelash Serum Industry Trends and Innovation
 - 1.5.2 Eyelash Serum Market Drivers and Challenges

2 EYELASH SERUM MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 EYELASH SERUM MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers

3.5 Threat of Substitutes

4 GLOBAL EYELASH SERUM MARKET ANALYSIS BY REGIONS

- 4.1 Global Eyelash Serum Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Eyelash Serum Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Eyelash Serum Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Eyelash Serum Revenue Forecast by Region (2026-2032)
- 4.3 Global Eyelash Serum Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Eyelash Serum Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Eyelash Serum Sales Forecast by Region (2026-2032)
- 4.4 Global Eyelash Serum Sales Price Trend Analysis (2020-2032)

5 GLOBAL EYELASH SERUM MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Eyelash Serum Market Size by Type
 - 5.1.1 Global Eyelash Serum Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Eyelash Serum Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Eyelash Serum Market Size by Application
 - 5.2.1 Global Eyelash Serum Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Eyelash Serum Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Eyelash Serum Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Eyelash Serum Market Size by Type
 - 6.3.1 North America Eyelash Serum Sales by Type (2020-2032)
 - 6.3.2 North America Eyelash Serum Revenue by Type (2020-2032)
- 6.4 North America Eyelash Serum Market Size by Application
 - 6.4.1 North America Eyelash Serum Sales by Application (2020-2032)
 - 6.4.2 North America Eyelash Serum Revenue by Application (2020-2032)
- 6.5 North America Eyelash Serum Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Eyelash Serum Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Eyelash Serum Market Size by Type
 - 7.3.1 Europe Eyelash Serum Sales by Type (2020-2032)
 - 7.3.2 Europe Eyelash Serum Revenue by Type (2020-2032)
- 7.4 Europe Eyelash Serum Market Size by Application
 - 7.4.1 Europe Eyelash Serum Sales by Application (2020-2032)
 - 7.4.2 Europe Eyelash Serum Revenue by Application (2020-2032)
- 7.5 Europe Eyelash Serum Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Eyelash Serum Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Eyelash Serum Market Size by Type
 - 8.3.1 China Eyelash Serum Sales by Type (2020-2032)
 - 8.3.2 China Eyelash Serum Revenue by Type (2020-2032)
- 8.4 China Eyelash Serum Market Size by Application
 - 8.4.1 China Eyelash Serum Sales by Application (2020-2032)
 - 8.4.2 China Eyelash Serum Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Eyelash Serum Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Eyelash Serum Market Size by Type
 - 9.3.1 APAC (excl. China) Eyelash Serum Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Eyelash Serum Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Eyelash Serum Market Size by Application
 - 9.4.1 APAC (excl. China) Eyelash Serum Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Eyelash Serum Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Eyelash Serum Market Size by Country

- 9.5.1 Japan
- 9.5.2 South Korea
- 9.5.3 India
- 9.5.4 Australia
- 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Eyelash Serum Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Eyelash Serum Market Size by Type
 - 10.3.1 Latin America Eyelash Serum Sales by Type (2020-2032)
 - 10.3.2 Latin America Eyelash Serum Revenue by Type (2020-2032)
- 10.4 Latin America Eyelash Serum Market Size by Application
 - 10.4.1 Latin America Eyelash Serum Sales by Application (2020-2032)
 - 10.4.2 Latin America Eyelash Serum Revenue by Application (2020-2032)
- 10.5 Latin America Eyelash Serum Market Size by Country
- 10.6 Latin America Eyelash Serum Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Eyelash Serum Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Eyelash Serum Market Size by Type
 - 11.3.1 Middle East & Africa Eyelash Serum Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa Eyelash Serum Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Eyelash Serum Market Size by Application
 - 11.4.1 Middle East & Africa Eyelash Serum Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa Eyelash Serum Revenue by Application (2020-2032)
- 11.5 Middle East Eyelash Serum Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

- 12.1 Global Eyelash Serum Market Sales, Revenue and Price by Key Manufacturers

(2021-2025)

12.1.1 Global Eyelash Serum Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Eyelash Serum Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Eyelash Serum Average Sales Price by Manufacturers (2021-2025)

12.2 Eyelash Serum Competitive Landscape Analysis and Market Dynamic

12.2.1 Eyelash Serum Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Rodan & Fields

13.1.1 Rodan & Fields Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Rodan & Fields Eyelash Serum Product Portfolio

13.1.3 Rodan & Fields Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 GrandeLASH-MD

13.2.1 GrandeLASH-MD Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 GrandeLASH-MD Eyelash Serum Product Portfolio

13.2.3 GrandeLASH-MD Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 RapidLash

13.3.1 RapidLash Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 RapidLash Eyelash Serum Product Portfolio

13.3.3 RapidLash Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 NeuLash

13.4.1 NeuLash Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 NeuLash Eyelash Serum Product Portfolio

13.4.3 NeuLash Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Replenix

13.5.1 Replenix Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Replenix Eyelash Serum Product Portfolio

13.5.3 Replenix Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Vichy Laboratories

13.6.1 Vichy Laboratories Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Vichy Laboratories Eyelash Serum Product Portfolio

13.6.3 Vichy Laboratories Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 RevitaLash Cosmetics

13.7.1 RevitaLash Cosmetics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 RevitaLash Cosmetics Eyelash Serum Product Portfolio

13.7.3 RevitaLash Cosmetics Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Peter Thomas Roth

13.8.1 Peter Thomas Roth Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Peter Thomas Roth Eyelash Serum Product Portfolio

13.8.3 Peter Thomas Roth Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 LashFOOD

13.9.1 LashFOOD Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 LashFOOD Eyelash Serum Product Portfolio

13.9.3 LashFOOD Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Shiseido

13.10.1 Shiseido Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Shiseido Eyelash Serum Product Portfolio

13.10.3 Shiseido Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Lancer Skincare

13.11.1 Lancer Skincare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Lancer Skincare Eyelash Serum Product Portfolio

13.11.3 Lancer Skincare Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 No7

13.12.1 No7 Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 No7 Eyelash Serum Product Portfolio

13.12.3 No7 Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 DIORSHOW

13.13.1 DIORSHOW Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 DIORSHOW Eyelash Serum Product Portfolio

13.13.3 DIORSHOW Eyelash Serum Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Eyelash Serum Industry Chain Analysis

14.2 Eyelash Serum Industry Raw Material and Suppliers Analysis

14.2.1 Eyelash Serum Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Eyelash Serum Typical Downstream Customers

14.4 Eyelash Serum Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Eyelash Serum Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Eyelash Serum Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Eyelash Serum Industry Development Status

Table 4: Eyelash Serum Industry Development Trends

Table 5: Global Eyelash Serum Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Eyelash Serum Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Eyelash Serum Revenue Market Share by Region (2020-2025)

Table 8: Global Eyelash Serum Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Eyelash Serum Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Eyelash Serum Sales by Region (2020-2025) & (K Unit)

Table 11: Global Eyelash Serum Sales Market Share by Region (2020-2025)

Table 12: Global Eyelash Serum Sales Forecast by Region (2026-2032) & (K Unit)

Table 13: Global Eyelash Serum Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Eyelash Serum Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Eyelash Serum Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Eyelash Serum Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Eyelash Serum Sales Analysis Forecast by Type (2026-2032) & (K Unit)

Table 18: Global Eyelash Serum Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Eyelash Serum Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Eyelash Serum Sales Analysis by Application (2020-2025) & (K Unit)

Table 21: Global Eyelash Serum Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Eyelash Serum Players in North America

Table 23: North America Eyelash Serum Sales by Type (2020-2025) & (K Unit)

Table 24: North America Eyelash Serum Sales by Type (2026-2032) & (K Unit)

- Table 25: North America Eyelash Serum Revenue by Type (2020-2025) & (US\$ Million)
- Table 26: North America Eyelash Serum Revenue by Type (2026-2032) & (US\$ Million)
- Table 27: North America Eyelash Serum Sales by Application (2020-2025) & (K Unit)
- Table 28: North America Eyelash Serum Sales by Application (2026-2032) & (K Unit)
- Table 29: North America Eyelash Serum Revenue by Application (2020-2025) & (US\$ Million)
- Table 30: North America Eyelash Serum Revenue by Application (2026-2032) & (US\$ Million)
- Table 31: North America Eyelash Serum Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 32: North America Eyelash Serum Revenue Market Size by Country (2026-2032) & (US\$ Million)
- Table 33: North America Eyelash Serum Sales Market Size by Country (2020-2025) & (K Unit)
- Table 34: North America Eyelash Serum Sales Market Size by Country (2026-2032) & (K Unit)
- Table 35: Key Eyelash Serum Players in Europe
- Table 36: Europe Eyelash Serum Sales by Type (2020-2025) & (K Unit)
- Table 37: Europe Eyelash Serum Sales by Type (2026-2032) & (K Unit)
- Table 38: Europe Eyelash Serum Revenue by Type (2020-2025) & (US\$ Million)
- Table 39: Europe Eyelash Serum Revenue by Type (2026-2032) & (US\$ Million)
- Table 40: Europe Eyelash Serum Sales by Application (2020-2025) & (K Unit)
- Table 41: Europe Eyelash Serum Sales by Application (2026-2032) & (K Unit)
- Table 42: Europe Eyelash Serum Revenue by Application (2020-2025) & (US\$ Million)
- Table 43: Europe Eyelash Serum Revenue by Application (2026-2032) & (US\$ Million)
- Table 44: Europe Eyelash Serum Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 45: Europe Eyelash Serum Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 46: Europe Eyelash Serum Sales Market Size by Country (2020-2025) & (K Unit)
- Table 47: Europe Eyelash Serum Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 48: Key Eyelash Serum Players in China
- Table 49: China Eyelash Serum Sales by Type (2020-2025) & (K Unit)
- Table 50: China Eyelash Serum Sales by Type (2026-2032) & (K Unit)
- Table 51: China Eyelash Serum Revenue by Type (2020-2025) & (US\$ Million)
- Table 52: China Eyelash Serum Revenue by Type (2026-2032) & (US\$ Million)
- Table 53: China Eyelash Serum Sales by Application (2020-2025) & (K Unit)
- Table 54: China Eyelash Serum Sales by Application (2026-2032) & (K Unit)

Table 55: China Eyelash Serum Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Eyelash Serum Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Eyelash Serum Players in APAC (excl. China)

Table 58: APAC (excl. China) Eyelash Serum Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Eyelash Serum Sales by Type (2026-2032) & (K Unit)

Table 60: APAC (excl. China) Eyelash Serum Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Eyelash Serum Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Eyelash Serum Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Eyelash Serum Sales by Application (2026-2032) & (K Unit)

Table 64: APAC (excl. China) Eyelash Serum Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Eyelash Serum Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Eyelash Serum Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Eyelash Serum Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Eyelash Serum Sales Market Size by Country (2020-2025) & (K Unit)

Table 69: APAC (excl. China) Eyelash Serum Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 70: Key Eyelash Serum Players in Latin America

Table 71: Latin America Eyelash Serum Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Eyelash Serum Sales by Type (2026-2032) & (K Unit)

Table 73: Latin America Eyelash Serum Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Eyelash Serum Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Eyelash Serum Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Eyelash Serum Sales by Application (2026-2032) & (K Unit)

Table 77: Latin America Eyelash Serum Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Eyelash Serum Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Eyelash Serum Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Eyelash Serum Revenue Market Size Forecast by Country

(2026-2032) & (US\$ Million)

Table 81: Latin America Eyelash Serum Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Eyelash Serum Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 83: Key Eyelash Serum Players in Middle East & Africa

Table 84: Middle East & Africa Eyelash Serum Sales by Type (2020-2025) & (K Unit)

Table 85: Middle East & Africa Eyelash Serum Sales by Type (2026-2032) & (K Unit)

Table 86: Middle East & Africa Eyelash Serum Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Eyelash Serum Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Eyelash Serum Sales by Application (2020-2025) & (K Unit)

Table 89: Middle East & Africa Eyelash Serum Sales by Application (2026-2032) & (K Unit)

Table 90: Middle East & Africa Eyelash Serum Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Eyelash Serum Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Eyelash Serum Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Eyelash Serum Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Eyelash Serum Sales Market Size by Country (2020-2025) & (K Unit)

Table 95: Middle East & Africa Eyelash Serum Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 96: Global Eyelash Serum Market Sales by Key Manufacturers (2021-2025) & (K Unit)

Table 97: Global Eyelash Serum Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Eyelash Serum Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Eyelash Serum Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

- Table 103: Rodan & Fields Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 104: Rodan & Fields Eyelash Serum Product Portfolio
- Table 105: Rodan & Fields Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 106: GrandeLASH-MD Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 107: GrandeLASH-MD Eyelash Serum Product Portfolio
- Table 108: GrandeLASH-MD Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 109: RapidLash Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 110: RapidLash Eyelash Serum Product Portfolio
- Table 111: RapidLash Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 112: NeuLash Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 113: NeuLash Eyelash Serum Product Portfolio
- Table 114: NeuLash Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 115: Replenix Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 116: Replenix Eyelash Serum Product Portfolio
- Table 117: Replenix Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 118: Vichy Laboratories Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 119: Vichy Laboratories Eyelash Serum Product Portfolio
- Table 120: Vichy Laboratories Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 121: RevitaLash Cosmetics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 122: RevitaLash Cosmetics Eyelash Serum Product Portfolio
- Table 123: RevitaLash Cosmetics Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 124: Peter Thomas Roth Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 125: Peter Thomas Roth Eyelash Serum Product Portfolio
- Table 126: Peter Thomas Roth Eyelash Serum Revenue (US\$ Million), Sales (K Unit),

Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: LashFOOD Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: LashFOOD Eyelash Serum Product Portfolio

Table 129: LashFOOD Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Shiseido Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Shiseido Eyelash Serum Product Portfolio

Table 132: Shiseido Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Lancer Skincare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Lancer Skincare Eyelash Serum Product Portfolio

Table 135: Lancer Skincare Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: No7 Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: No7 Eyelash Serum Product Portfolio

Table 138: No7 Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: DIORSHOW Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: DIORSHOW Eyelash Serum Product Portfolio

Table 141: DIORSHOW Eyelash Serum Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Upstream Key Raw Material Price List

Table 143: Eyelash Serum Raw Material Suppliers and Contact Information

Table 144: Eyelash Serum Typical Customer List

Table 145: Eyelash Serum Distributors List

List Of Figures

LIST OF FIGURES

- Figure 1: Eyelash Serum Product Pictures
- Figure 2: Peptide Based Eyelash Serum Picture Scope
- Figure 3: Vitamin Based Eyelash Serum Picture Scope
- Figure 4: Prostaglandin Derived Eyelash Serum Picture Scope
- Figure 5: Eyelash Primer Eyelash Serum Picture Scope
- Figure 6: Supermarkets and Hypermarkets Picture Scope
- Figure 7: Convenience Stores Picture Scope
- Figure 8: Independent Retailers Picture Scope
- Figure 9: Online Sales Picture Scope
- Figure 10: Others Picture Scope
- Figure 11: Global Eyelash Serum Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)
- Figure 12: Global Eyelash Serum Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)
- Figure 13: Global Eyelash Serum Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)
- Figure 14: Global Eyelash Serum Market Price Trend Analysis (2020-2032) & (USD/Unit)
- Figure 15: Global Eyelash Serum Market Size by Region (2020-2032) & (US\$ Million)
- Figure 16: Global Eyelash Serum Market Share Scenario by Region in Percentage: 2025 Versus 2032
- Figure 17: Global Eyelash Serum Sales Price by Region (2020-2032) & (K Unit)
- Figure 18: North America Eyelash Serum Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 19: North America Eyelash Serum Revenue Market Share by Players in 2024
- Figure 20: North America Eyelash Serum Sales Market Share by Type (2020-2032)
- Figure 21: North America Eyelash Serum Revenue Market Share by Type (2020-2032)
- Figure 22: North America Eyelash Serum Sales Market Share by Application (2020-2032)
- Figure 23: North America Eyelash Serum Revenue Market Share by Application (2020-2032)
- Figure 24: US Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 25: Canada Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 26: Europe Eyelash Serum Market Size and Growth Rate (2020-2032) & (US\$ Million)

- Figure 27:Europe Eyelash Serum Revenue Market Share by Players in 2024
- Figure 28:Europe Eyelash Serum Sales Market Share by Type (2020-2032)
- Figure 29:Europe Eyelash Serum Revenue Market Share by Type (2020-2032)
- Figure 30:Europe Eyelash Serum Sales Market Share by Application (2020-2032)
- Figure 31:Europe Eyelash Serum Revenue Market Share by Application (2020-2032)
- Figure 32:Germany Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 33:France Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 34:United Kingdom Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 35:Italy Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 36:Spain Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 37:Benelux Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 38:China Eyelash Serum Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 39:China Eyelash Serum Revenue Market Share by Players in 2024
- Figure 40:China Eyelash Serum Sales Market Share by Type (2020-2032)
- Figure 41:China Eyelash Serum Revenue Market Share by Type (2020-2032)
- Figure 42:China Eyelash Serum Sales Market Share by Application (2020-2032)
- Figure 43:China Eyelash Serum Revenue Market Share by Application (2020-2032)
- Figure 44:APAC (excl. China) Eyelash Serum Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 45:APAC (excl. China) Eyelash Serum Revenue Market Share by Players in 2024
- Figure 46:APAC (excl. China) Eyelash Serum Sales Market Share by Type (2020-2032)
- Figure 47:APAC (excl. China) Eyelash Serum Revenue Market Share by Type (2020-2032)
- Figure 48:APAC (excl. China) Eyelash Serum Sales Market Share by Application (2020-2032)
- Figure 49:APAC (excl. China) Eyelash Serum Revenue Market Share by Application (2020-2032)
- Figure 50:Japan Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 51:South Korea Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 52:India Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 53:Australia Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 54:Southeast Asia Eyelash Serum Revenue (2020-2032) & (US\$ Million)
- Figure 55:Latin America Eyelash Serum Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 56:Latin America Eyelash Serum Revenue Market Share by Players in 2024
- Figure 57:Latin America Eyelash Serum Sales Market Share by Type (2020-2032)
- Figure 58:Latin America Eyelash Serum Revenue Market Share by Type (2020-2032)

Figure 59:Latin America Eyelash Serum Sales Market Share by Application (2020-2032)

Figure 60:Latin America Eyelash Serum Revenue Market Share by Application (2020-2032)

Figure 61:Mexico Eyelash Serum Revenue (2020-2032) & (US\$ Million)

Figure 62:Brazil Eyelash Serum Revenue (2020-2032) & (US\$ Million)

Figure 63:Middle East & Africa Eyelash Serum Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 64:Middle East & Africa Eyelash Serum Revenue Market Share by Players in 2024

Figure 65:Middle East & Africa Eyelash Serum Sales Market Share by Type (2020-2032)

Figure 66:Middle East & Africa Eyelash Serum Revenue Market Share by Type (2020-2032)

Figure 67:Middle East & Africa Eyelash Serum Sales Market Share by Application (2020-2032)

Figure 68:Middle East & Africa Eyelash Serum Revenue Market Share by Application (2020-2032)

Figure 69:Saudi Arabia Eyelash Serum Revenue (2020-2032) & (US\$ Million)

Figure 70:South Africa Eyelash Serum Revenue (2020-2032) & (US\$ Million)

Figure 71:Global Eyelash Serum Sales Market Share by Key Manufacturers in 2024

Figure 72:Global Eyelash Serum Revenue Market Share by Key Manufacturers in 2024

Figure 73:Global Eyelash Serum Industry Competition Landscape

Figure 74:Eyelash Serum Industry Chain Analysis

Figure 75:Bottom-Up and Top-Down Research Methods

Figure 76:Key Interview Objectives

Figure 77:Data Cross Validation

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