

Global False Eyelashes Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global False Eyelashes market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China False Eyelashes 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

False eyelashes, also known as fake eyelashes or eyelash extensions, are cosmetic accessories used to enhance the appearance of the eyelashes. These are typically made from synthetic materials or natural fibers like mink or human hair and are designed to be applied along the upper eyelid, just above the natural lashes, using adhesive glue. False eyelashes come in various lengths, styles, and thicknesses, allowing individuals to achieve a range of looks, from natural and subtle to dramatic and voluminous. They are commonly used in the beauty and fashion industry to create the illusion of longer, fuller, and more defined eyelashes, accentuating the eyes and adding depth and allure to one's overall look. False eyelashes can be worn for special occasions, photoshoots, or as part of everyday makeup routines, and they are available in both reusable and disposable varieties.

The major global manufacturers of False Eyelashes include Ardell, ESQIDO, Elf, Kiss, Revlon, Shu uemura, MAC, Makeup Geek, NARS, Benefit, 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 False Eyelashes. 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 False Eyelashes 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 False Eyelashes 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 False Eyelashes 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 False Eyelashes Include:

Ardell

ESQIDO

Elf

Kiss

Revlon

Shu uemura

MAC

Makeup Geek

NARS

Benefit

False Eyelashes Product Segment Include:

Handmade Eyelash

Mechanical Eyelash

False Eyelashes Product Application Include:

Drugstore

Supermarket

Specialist Retailers

Internet Sales

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