

# **False Eyelashes Market Size, Share, and Analysis, By Type (Strip Lashes, Individual Flare Lashes, Individual Single Lashes, and Others), By Raw Material (Synthetic Hair, Human Hair, and Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online Retail Stores, and Others), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2023-2032**

<https://marketpublishers.com/r/FA20F5BFB523EN.html>

Date: January 2024

Pages: 548

Price: US\$ 4,950.00 (Single User License)

ID: FA20F5BFB523EN

## **Abstracts**

False Eyelashes Market Size, Share, and Analysis, By Type (Strip Lashes, Individual Flare Lashes, Individual Single Lashes, and Others), By Raw Material (Synthetic Hair, Human Hair, and Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online Retail Stores, and Others), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2023-2032

## **PRODUCT OVERVIEW**

False Eyelashes Market is projected to grow at a CAGR of 5.7% in the forecast period (2023-2032), with the market size valued at USD 1.31 billion in 2022 and projected to reach USD 2.3 billion by 2032.

False eyelashes, also known as faux eyelashes, are crafted from synthetic or natural hair and fibers, attached to a strip, and applied to the eyelid to enhance the appearance of eyelashes. These cosmetic accessories aim to replicate the natural lash look while offering the potential for increased thickness, length, and volume compared to the

individual's natural lashes. Various manufacturers provide a variety of false eyelashes, offering different styles, lengths, and shapes that adapt to varying eye shapes and individual preferences. The materials used in creating false eyelashes encompass synthetic fibers, human hair, fur, and sometimes even metal components.

## MARKET HIGHLIGHTS

False Eyelashes Market is anticipated to reach USD 2.3 billion, growing at a CAGR of 5.7%, owing to the surge in consumer awareness and adoption, both in developed and emerging markets. These artificial eyelash products, crafted from a range of synthetic or natural materials, offering several styles, lengths, and shapes to accommodate different eye shapes and individual tastes. This market encompasses products manufactured using a variety of materials, including synthetic fibres, human hair, fur, and metal components.

### False Eyelashes Market Segments:

By Type

Strip Lashes

Individual Flare Lashes

Individual Single Lashes

Others

By Raw Material

Synthetic Hair

Human Hair

Others

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Online Retail Stores

Others

## MARKET DYNAMICS

### Growth Drivers

Increasing Beauty Consciousness Will Fuel the Market Expansion

Celebrity and Social Media Influence to Support the Market Growth

### Restraint

Eye Irritations and Allergic Responses are Significant Limitations in the False Eyelash Business

### Key Players

Ardell

Eylure

Huda Beauty

Kiss Products, Inc.

Red Cherry Eyelashes

Velour Lashes

House of Lashes

Tarte Cosmetics

Lilly Lashes

Sephora Collection

Benefit Cosmetics

Revlon

MAC Cosmetics

Eyeko

Esqido Lashes

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

## Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

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 with respect to 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 of 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

3-month post-sales analyst support.

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