

Global Eyelash Serum Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Eyelash Serum market size was valued at US\$ 1164 million in 2024 and is forecast to a readjusted size of USD 1651 million by 2031 with a CAGR of 5.2% during review period.

Eyelash serums are growth-enhancing formulas that stimulate lash growth, it is used to enhance and help boost the growth of natural lashes.

Eyelash serums deliver stronger, thicker, resilient lashes, reduce breakage, strengthen eyelash roots at the dermis, and create a defined lash line, with some adding length, density and even curl. Some even repair and condition damaged and brittle lashes.

Global key players of Eyelash Serum include Rodan & Fields, Shiseido, DIORSHOW, No7 and Vichy Laboratories, etc. Top five players occupy for a share about 39%. Europe is the largest market, with a share about 37%, followed by North America and Asia-Pacific. In terms of product, Peptide based is the largest segment, with a share over 43%. In terms of application, Independent Retailers is the largest market, with a share over 42%.

This report is a detailed and comprehensive analysis for global Eyelash Serum market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Eyelash Serum market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Eyelash Serum market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Eyelash Serum market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Eyelash Serum market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Eyelash Serum
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Eyelash Serum market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Rodan & Fields, GrandeLASH-MD, RapidLash, NeuLash, Replenix, Vichy Laboratories, RevitaLash Cosmetics, Peter Thomas Roth, LashFOOD, Shiseido, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Eyelash Serum market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Peptide based

Vitamin based

Prostaglandin derived

Eyelash Primer

Market segment by Application

Supermarkets and Hypermarkets

Convenience Stores

Independent Retailers

Online Sales

Others

Major players covered

Rodan & Fields

GrandeLASH-MD

RapidLash

NeuLash

Replenix

Vichy Laboratories

RevitaLash Cosmetics

Peter Thomas Roth

LashFOOD

Shiseido

Lancer Skincare

DIORSHOW

No7

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Eyelash Serum product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Eyelash Serum, with price, sales quantity, revenue, and global market share of Eyelash Serum from 2020 to 2025.

Chapter 3, the Eyelash Serum competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Eyelash Serum breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Eyelash Serum market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Eyelash Serum.

Chapter 14 and 15, to describe Eyelash Serum sales channel, distributors, customers, research findings and conclusion.

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