

Global Eyebrow and Lash Serum Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Eyebrow and Lash Serum market size was valued at US\$ 1338 million in 2025 and is forecast to a readjusted size of US\$ 1918 million by 2032 with a CAGR of 4.9% during review period.

Eyebrow and Lash Serum, also commonly written as Lash and Brow Serum or Brow and Lash Serum, is a dual-use care serum applied to the eyebrow and eyelash areas. The product is typically sold in 3 ml to 6 ml brush bottles, liner-style applicators, mascara-wand tubes or dual-tip applicators, with liquid serum, gel serum and oil-based formats. Key ingredients include peptides, biotin, panthenol, amino acids, hyaluronic acid, botanical extracts, castor oil, vitamin E, and, in some overseas markets, prostaglandin analogues or derivatives. Its core positioning includes nourishment, strengthening, reduced breakage, improved appearance of lash and brow length and density, and healthier-looking brows and lashes. Major brand and R&D capabilities are concentrated in the United States, Europe, Japan and South Korea, while large-scale manufacturing and OEM supply chains are mainly located in China, South Korea, Japan, Italy and Southeast Asia. Key applications include daily brow and lash care, appearance improvement for sparse brows and lashes, pre-makeup and post-makeup routines, and aftercare for lash and brow beauty services, excluding prescription bimatoprost ophthalmic solution, mascara, eyebrow pencil, false eyelashes, brow tattooing and eyelash extension services.

In 2025, global Eyebrow and Lash Serum production reached approximately 112 million to 122 million units, with mainstream brand-level finished-product FOB prices at about US\$10.4 to US\$11.2 per unit. The market was mainly represented by 3 ml to 6 ml dual-use care serum products; North American and European brands maintained higher

brand-level pricing and stronger premiums around peptide-based formulas, dual-use brow and lash care, ophthalmologist-tested claims, prostaglandin-free positioning and premium care, while Japanese and South Korean products emphasized low-irritation, daily care and natural beauty attributes, and China, South Korea and Southeast Asian supply chains played an important role in mass-market pricing, cross-border e-commerce and OEM finished-product supply.

The global Eyebrow and Lash Serum market is evolving from a peripheral category within single-use eyelash care and eyebrow care into a high-repeat-purchase consumer product in specialized eye and brow care. The product covers two highly visible facial areas, brows and lashes, addressing combined consumer demand for natural lashes, fuller-looking brows, refined bare-face appearance and low-maintenance beauty routines. Social media, short-form beauty content, at-home care habits and cross-border e-commerce channels continue to increase category visibility, accelerating the mainstream adoption of peptide-based formulas, prostaglandin-free products, botanical ingredients, sensitive-eye formulations and dual-tip applicator products. Compared with mascara, eyebrow pencil, false eyelashes and brow tattooing services, Eyebrow and Lash Serum emphasizes long-term care, natural appearance improvement and repeat purchase, giving it strong growth potential among young beauty consumers, sensitive-eye users, consumers with sparse brows and lashes, and users seeking non-invasive beauty alternatives.

Key market challenges are concentrated in claim boundaries, eye-area safety, ingredient compliance and consumer trust. Since Eyebrow and Lash Serum often uses claims related to growth, fullness, strengthening and repair, regulatory boundaries between cosmetic efficacy claims and drug-like claims vary across countries. Brands therefore need to carefully distinguish appearance-improvement claims from physiological growth claims in product naming, advertising language and efficacy substantiation. At the same time, consumer concerns over eye-area irritation, pigmentation, sensitivity and long-term safety continue to rise, pushing companies to strengthen ophthalmologist testing, clinical testing, ingredient transparency and prostaglandin-free formulation development. Future downstream demand will be supported by natural beauty routines, sensitive-eye care, sparse brow and lash care, lash and brow service aftercare, online repeat purchase and brand-owned direct sales, while competition will increasingly shift from traffic-driven marketing toward formulation safety, efficacy evidence, professional endorsement, repurchase capability and channel efficiency.

This report is a detailed and comprehensive analysis for global Eyebrow and Lash

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 Eyebrow and Lash Serum market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Eyebrow and Lash Serum market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Eyebrow and Lash Serum market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Eyebrow and Lash Serum market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

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 Eyebrow and Lash Serum

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Eyebrow and Lash 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 Performance Beauty Group, Athena Cosmetics, Inc., Rodan & Fields, LLC, Rocasuba, Inc., e.l.f. Beauty, Inc., The Est?e

Lauder Companies Inc., Coty Inc., Revlon Consumer Products LLC, Waldencast plc, Skin Research Laboratories, LLC, etc.

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

Market Segmentation

Eyebrow and Lash Serum market is split by Type and by Application. For the period 2021-2032, 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

Liquid Serum

Gel Serum

Oil Serum

Market segment by Active Ingredient System

Peptide Based Enhancer

Prostaglandin Analog Enhancer

Amino Acid and Vitamin Based Enhancer

Others

Market segment by Function

Lash and Brow Dual Use Enhancer

Dedicated Eyelash Enhancer

Dedicated Brow Enhancer

Market segment by Distribution Channel

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Market segment by Application

Individual Consumers

Professional and Institutional Users

Major players covered

Performance Beauty Group

Athena Cosmetics, Inc.

Rodan & Fields, LLC

Rocasuba, Inc.

e.l.f. Beauty, Inc.

The Est?e Lauder Companies Inc.

Coty Inc.

Revlon Consumer Products LLC

Waldencast plc

Skin Research Laboratories, LLC

LiLash Beauty LLC

LASHFOOD

UKLASH

Xlash Cosmetics AB

Sweed Beauty AB

M2 Beaut? GmbH

ORPHICA

Shiseido Company, Limited

DHC Corporation

IDA Laboratories Co., Ltd.

Amorepacific Corporation

Graceclub Corporation

PT Beaute Haul Indonesia

Earth Rhythm Private Limited

CAVILLA Cosmetics Hong Kong Group Limited

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 Eyebrow and Lash Serum product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Eyebrow and Lash Serum, with price, sales quantity, revenue, and global market share of Eyebrow and Lash Serum from 2021 to 2026.

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

Chapter 4, the Eyebrow and Lash Serum breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Eyebrow and Lash Serum market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Eyebrow and Lash Serum.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Eyebrow and Lash Serum Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Liquid Serum

1.3.3 Gel Serum

1.3.4 Oil Serum

1.4 Market Analysis by Active Ingredient System

1.4.1 Overview: Global Eyebrow and Lash Serum Consumption Value by Active Ingredient System: 2021 Versus 2025 Versus 2032

1.4.2 Peptide Based Enhancer

1.4.3 Prostaglandin Analog Enhancer

1.4.4 Amino Acid and Vitamin Based Enhancer

1.4.5 Others

1.5 Market Analysis by Function

1.5.1 Overview: Global Eyebrow and Lash Serum Consumption Value by Function: 2021 Versus 2025 Versus 2032

1.5.2 Lash and Brow Dual Use Enhancer

1.5.3 Dedicated Eyelash Enhancer

1.5.4 Dedicated Brow Enhancer

1.6 Market Analysis by Distribution Channel

1.6.1 Overview: Global Eyebrow and Lash Serum Consumption Value by Distribution Channel: 2021 Versus 2025 Versus 2032

1.6.2 Online Retail

1.6.3 Hypermarkets and Supermarkets

1.6.4 Specialty Beauty Stores

1.6.5 Others

1.7 Market Analysis by Application

1.7.1 Overview: Global Eyebrow and Lash Serum Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.7.2 Individual Consumers

1.7.3 Professional and Institutional Users

1.8 Global Eyebrow and Lash Serum Market Size & Forecast

1.8.1 Global Eyebrow and Lash Serum Consumption Value (2021 & 2025 & 2032)

1.8.2 Global Eyebrow and Lash Serum Sales Quantity (2021-2032)

1.8.3 Global Eyebrow and Lash Serum Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Performance Beauty Group

2.1.1 Performance Beauty Group Details

2.1.2 Performance Beauty Group Major Business

2.1.3 Performance Beauty Group Eyebrow and Lash Serum Product and Services

2.1.4 Performance Beauty Group Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Performance Beauty Group Recent Developments/Updates

2.2 Athena Cosmetics, Inc.

2.2.1 Athena Cosmetics, Inc. Details

2.2.2 Athena Cosmetics, Inc. Major Business

2.2.3 Athena Cosmetics, Inc. Eyebrow and Lash Serum Product and Services

2.2.4 Athena Cosmetics, Inc. Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Athena Cosmetics, Inc. Recent Developments/Updates

2.3 Rodan & Fields, LLC

2.3.1 Rodan & Fields, LLC Details

2.3.2 Rodan & Fields, LLC Major Business

2.3.3 Rodan & Fields, LLC Eyebrow and Lash Serum Product and Services

2.3.4 Rodan & Fields, LLC Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Rodan & Fields, LLC Recent Developments/Updates

2.4 Rocasuba, Inc.

2.4.1 Rocasuba, Inc. Details

2.4.2 Rocasuba, Inc. Major Business

2.4.3 Rocasuba, Inc. Eyebrow and Lash Serum Product and Services

2.4.4 Rocasuba, Inc. Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Rocasuba, Inc. Recent Developments/Updates

2.5 e.l.f. Beauty, Inc.

2.5.1 e.l.f. Beauty, Inc. Details

2.5.2 e.l.f. Beauty, Inc. Major Business

2.5.3 e.l.f. Beauty, Inc. Eyebrow and Lash Serum Product and Services

2.5.4 e.l.f. Beauty, Inc. Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

- 2.5.5 e.l.f. Beauty, Inc. Recent Developments/Updates
- 2.6 The Est?e Lauder Companies Inc.
 - 2.6.1 The Est?e Lauder Companies Inc. Details
 - 2.6.2 The Est?e Lauder Companies Inc. Major Business
 - 2.6.3 The Est?e Lauder Companies Inc. Eyebrow and Lash Serum Product and Services
 - 2.6.4 The Est?e Lauder Companies Inc. Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 The Est?e Lauder Companies Inc. Recent Developments/Updates
- 2.7 Coty Inc.
 - 2.7.1 Coty Inc. Details
 - 2.7.2 Coty Inc. Major Business
 - 2.7.3 Coty Inc. Eyebrow and Lash Serum Product and Services
 - 2.7.4 Coty Inc. Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.7.5 Coty Inc. Recent Developments/Updates
- 2.8 Revlon Consumer Products LLC
 - 2.8.1 Revlon Consumer Products LLC Details
 - 2.8.2 Revlon Consumer Products LLC Major Business
 - 2.8.3 Revlon Consumer Products LLC Eyebrow and Lash Serum Product and Services
 - 2.8.4 Revlon Consumer Products LLC Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 Revlon Consumer Products LLC Recent Developments/Updates
- 2.9 Waldencast plc
 - 2.9.1 Waldencast plc Details
 - 2.9.2 Waldencast plc Major Business
 - 2.9.3 Waldencast plc Eyebrow and Lash Serum Product and Services
 - 2.9.4 Waldencast plc Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.9.5 Waldencast plc Recent Developments/Updates
- 2.10 Skin Research Laboratories, LLC
 - 2.10.1 Skin Research Laboratories, LLC Details
 - 2.10.2 Skin Research Laboratories, LLC Major Business
 - 2.10.3 Skin Research Laboratories, LLC Eyebrow and Lash Serum Product and Services
 - 2.10.4 Skin Research Laboratories, LLC Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.10.5 Skin Research Laboratories, LLC Recent Developments/Updates
- 2.11 LiLash Beauty LLC

- 2.11.1 LiLash Beauty LLC Details
- 2.11.2 LiLash Beauty LLC Major Business
- 2.11.3 LiLash Beauty LLC Eyebrow and Lash Serum Product and Services
- 2.11.4 LiLash Beauty LLC Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.11.5 LiLash Beauty LLC Recent Developments/Updates
- 2.12 LASHFOOD
 - 2.12.1 LASHFOOD Details
 - 2.12.2 LASHFOOD Major Business
 - 2.12.3 LASHFOOD Eyebrow and Lash Serum Product and Services
 - 2.12.4 LASHFOOD Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.12.5 LASHFOOD Recent Developments/Updates
- 2.13 UKLASH
 - 2.13.1 UKLASH Details
 - 2.13.2 UKLASH Major Business
 - 2.13.3 UKLASH Eyebrow and Lash Serum Product and Services
 - 2.13.4 UKLASH Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.13.5 UKLASH Recent Developments/Updates
- 2.14 Xlash Cosmetics AB
 - 2.14.1 Xlash Cosmetics AB Details
 - 2.14.2 Xlash Cosmetics AB Major Business
 - 2.14.3 Xlash Cosmetics AB Eyebrow and Lash Serum Product and Services
 - 2.14.4 Xlash Cosmetics AB Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 Xlash Cosmetics AB Recent Developments/Updates
- 2.15 Sweed Beauty AB
 - 2.15.1 Sweed Beauty AB Details
 - 2.15.2 Sweed Beauty AB Major Business
 - 2.15.3 Sweed Beauty AB Eyebrow and Lash Serum Product and Services
 - 2.15.4 Sweed Beauty AB Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.15.5 Sweed Beauty AB Recent Developments/Updates
- 2.16 M2 Beaut? GmbH
 - 2.16.1 M2 Beaut? GmbH Details
 - 2.16.2 M2 Beaut? GmbH Major Business
 - 2.16.3 M2 Beaut? GmbH Eyebrow and Lash Serum Product and Services
 - 2.16.4 M2 Beaut? GmbH Eyebrow and Lash Serum Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 M2 Beaut? GmbH Recent Developments/Updates

2.17 ORPHICA

2.17.1 ORPHICA Details

2.17.2 ORPHICA Major Business

2.17.3 ORPHICA Eyebrow and Lash Serum Product and Services

2.17.4 ORPHICA Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 ORPHICA Recent Developments/Updates

2.18 Shiseido Company, Limited

2.18.1 Shiseido Company, Limited Details

2.18.2 Shiseido Company, Limited Major Business

2.18.3 Shiseido Company, Limited Eyebrow and Lash Serum Product and Services

2.18.4 Shiseido Company, Limited Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Shiseido Company, Limited Recent Developments/Updates

2.19 DHC Corporation

2.19.1 DHC Corporation Details

2.19.2 DHC Corporation Major Business

2.19.3 DHC Corporation Eyebrow and Lash Serum Product and Services

2.19.4 DHC Corporation Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 DHC Corporation Recent Developments/Updates

2.20 IDA Laboratories Co., Ltd.

2.20.1 IDA Laboratories Co., Ltd. Details

2.20.2 IDA Laboratories Co., Ltd. Major Business

2.20.3 IDA Laboratories Co., Ltd. Eyebrow and Lash Serum Product and Services

2.20.4 IDA Laboratories Co., Ltd. Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.20.5 IDA Laboratories Co., Ltd. Recent Developments/Updates

2.21 Amorepacific Corporation

2.21.1 Amorepacific Corporation Details

2.21.2 Amorepacific Corporation Major Business

2.21.3 Amorepacific Corporation Eyebrow and Lash Serum Product and Services

2.21.4 Amorepacific Corporation Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.21.5 Amorepacific Corporation Recent Developments/Updates

2.22 Graceclub Corporation

2.22.1 Graceclub Corporation Details

- 2.22.2 Graceclub Corporation Major Business
- 2.22.3 Graceclub Corporation Eyebrow and Lash Serum Product and Services
- 2.22.4 Graceclub Corporation Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.22.5 Graceclub Corporation Recent Developments/Updates
- 2.23 PT Beaute Haul Indonesia
 - 2.23.1 PT Beaute Haul Indonesia Details
 - 2.23.2 PT Beaute Haul Indonesia Major Business
 - 2.23.3 PT Beaute Haul Indonesia Eyebrow and Lash Serum Product and Services
 - 2.23.4 PT Beaute Haul Indonesia Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.23.5 PT Beaute Haul Indonesia Recent Developments/Updates
- 2.24 Earth Rhythm Private Limited
 - 2.24.1 Earth Rhythm Private Limited Details
 - 2.24.2 Earth Rhythm Private Limited Major Business
 - 2.24.3 Earth Rhythm Private Limited Eyebrow and Lash Serum Product and Services
 - 2.24.4 Earth Rhythm Private Limited Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.24.5 Earth Rhythm Private Limited Recent Developments/Updates
- 2.25 CAVILLA Cosmetics Hong Kong Group Limited
 - 2.25.1 CAVILLA Cosmetics Hong Kong Group Limited Details
 - 2.25.2 CAVILLA Cosmetics Hong Kong Group Limited Major Business
 - 2.25.3 CAVILLA Cosmetics Hong Kong Group Limited Eyebrow and Lash Serum Product and Services
 - 2.25.4 CAVILLA Cosmetics Hong Kong Group Limited Eyebrow and Lash Serum Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.25.5 CAVILLA Cosmetics Hong Kong Group Limited Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: EYEBROW AND LASH SERUM BY MANUFACTURER

- 3.1 Global Eyebrow and Lash Serum Sales Quantity by Manufacturer (2021-2026)
- 3.2 Global Eyebrow and Lash Serum Revenue by Manufacturer (2021-2026)
- 3.3 Global Eyebrow and Lash Serum Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
 - 3.4.1 Producer Shipments of Eyebrow and Lash Serum by Manufacturer Revenue (\$MM) and Market Share (%): 2025
 - 3.4.2 Top 3 Eyebrow and Lash Serum Manufacturer Market Share in 2025
 - 3.4.3 Top 6 Eyebrow and Lash Serum Manufacturer Market Share in 2025

- 3.5 Eyebrow and Lash Serum Market: Overall Company Footprint Analysis
 - 3.5.1 Eyebrow and Lash Serum Market: Region Footprint
 - 3.5.2 Eyebrow and Lash Serum Market: Company Product Type Footprint
 - 3.5.3 Eyebrow and Lash Serum Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Eyebrow and Lash Serum Market Size by Region
 - 4.1.1 Global Eyebrow and Lash Serum Sales Quantity by Region (2021-2032)
 - 4.1.2 Global Eyebrow and Lash Serum Consumption Value by Region (2021-2032)
 - 4.1.3 Global Eyebrow and Lash Serum Average Price by Region (2021-2032)
- 4.2 North America Eyebrow and Lash Serum Consumption Value (2021-2032)
- 4.3 Europe Eyebrow and Lash Serum Consumption Value (2021-2032)
- 4.4 Asia-Pacific Eyebrow and Lash Serum Consumption Value (2021-2032)
- 4.5 South America Eyebrow and Lash Serum Consumption Value (2021-2032)
- 4.6 Middle East & Africa Eyebrow and Lash Serum Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Eyebrow and Lash Serum Sales Quantity by Type (2021-2032)
- 5.2 Global Eyebrow and Lash Serum Consumption Value by Type (2021-2032)
- 5.3 Global Eyebrow and Lash Serum Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Eyebrow and Lash Serum Sales Quantity by Application (2021-2032)
- 6.2 Global Eyebrow and Lash Serum Consumption Value by Application (2021-2032)
- 6.3 Global Eyebrow and Lash Serum Average Price by Application (2021-2032)

7 NORTH AMERICA

- 7.1 North America Eyebrow and Lash Serum Sales Quantity by Type (2021-2032)
- 7.2 North America Eyebrow and Lash Serum Sales Quantity by Application (2021-2032)
- 7.3 North America Eyebrow and Lash Serum Market Size by Country
 - 7.3.1 North America Eyebrow and Lash Serum Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Eyebrow and Lash Serum Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

8.1 Europe Eyebrow and Lash Serum Sales Quantity by Type (2021-2032)

8.2 Europe Eyebrow and Lash Serum Sales Quantity by Application (2021-2032)

8.3 Europe Eyebrow and Lash Serum Market Size by Country

8.3.1 Europe Eyebrow and Lash Serum Sales Quantity by Country (2021-2032)

8.3.2 Europe Eyebrow and Lash Serum Consumption Value by Country (2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

9.1 Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Application (2021-2032)

9.3 Asia-Pacific Eyebrow and Lash Serum Market Size by Region

9.3.1 Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Region (2021-2032)

9.3.2 Asia-Pacific Eyebrow and Lash Serum Consumption Value by Region
(2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America Eyebrow and Lash Serum Sales Quantity by Type (2021-2032)

10.2 South America Eyebrow and Lash Serum Sales Quantity by Application
(2021-2032)

10.3 South America Eyebrow and Lash Serum Market Size by Country

10.3.1 South America Eyebrow and Lash Serum Sales Quantity by Country

(2021-2032)

10.3.2 South America Eyebrow and Lash Serum Consumption Value by Country

(2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Type

(2021-2032)

11.2 Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Application

(2021-2032)

11.3 Middle East & Africa Eyebrow and Lash Serum Market Size by Country

11.3.1 Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Country

(2021-2032)

11.3.2 Middle East & Africa Eyebrow and Lash Serum Consumption Value by Country

(2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

12.1 Eyebrow and Lash Serum Market Drivers

12.2 Eyebrow and Lash Serum Market Restraints

12.3 Eyebrow and Lash Serum Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Eyebrow and Lash Serum and Key Manufacturers

13.2 Manufacturing Costs Percentage of Eyebrow and Lash Serum

13.3 Eyebrow and Lash Serum Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Eyebrow and Lash Serum Typical Distributors

14.3 Eyebrow and Lash Serum Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Eyebrow and Lash Serum Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Eyebrow and Lash Serum Consumption Value by Active Ingredient System, (USD Million), 2021 & 2025 & 2032

Table 3. Global Eyebrow and Lash Serum Consumption Value by Function, (USD Million), 2021 & 2025 & 2032

Table 4. Global Eyebrow and Lash Serum Consumption Value by Distribution Channel, (USD Million), 2021 & 2025 & 2032

Table 5. Global Eyebrow and Lash Serum Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 6. Performance Beauty Group Basic Information, Manufacturing Base and Competitors

Table 7. Performance Beauty Group Major Business

Table 8. Performance Beauty Group Eyebrow and Lash Serum Product and Services

Table 9. Performance Beauty Group Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 10. Performance Beauty Group Recent Developments/Updates

Table 11. Athena Cosmetics, Inc. Basic Information, Manufacturing Base and Competitors

Table 12. Athena Cosmetics, Inc. Major Business

Table 13. Athena Cosmetics, Inc. Eyebrow and Lash Serum Product and Services

Table 14. Athena Cosmetics, Inc. Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 15. Athena Cosmetics, Inc. Recent Developments/Updates

Table 16. Rodan & Fields, LLC Basic Information, Manufacturing Base and Competitors

Table 17. Rodan & Fields, LLC Major Business

Table 18. Rodan & Fields, LLC Eyebrow and Lash Serum Product and Services

Table 19. Rodan & Fields, LLC Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 20. Rodan & Fields, LLC Recent Developments/Updates

Table 21. Rocasuba, Inc. Basic Information, Manufacturing Base and Competitors

Table 22. Rocasuba, Inc. Major Business

Table 23. Rocasuba, Inc. Eyebrow and Lash Serum Product and Services

Table 24. Rocasuba, Inc. Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Rocasuba, Inc. Recent Developments/Updates

Table 26. e.l.f. Beauty, Inc. Basic Information, Manufacturing Base and Competitors

Table 27. e.l.f. Beauty, Inc. Major Business

Table 28. e.l.f. Beauty, Inc. Eyebrow and Lash Serum Product and Services

Table 29. e.l.f. Beauty, Inc. Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. e.l.f. Beauty, Inc. Recent Developments/Updates

Table 31. The Est?e Lauder Companies Inc. Basic Information, Manufacturing Base and Competitors

Table 32. The Est?e Lauder Companies Inc. Major Business

Table 33. The Est?e Lauder Companies Inc. Eyebrow and Lash Serum Product and Services

Table 34. The Est?e Lauder Companies Inc. Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. The Est?e Lauder Companies Inc. Recent Developments/Updates

Table 36. Coty Inc. Basic Information, Manufacturing Base and Competitors

Table 37. Coty Inc. Major Business

Table 38. Coty Inc. Eyebrow and Lash Serum Product and Services

Table 39. Coty Inc. Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Coty Inc. Recent Developments/Updates

Table 41. Revlon Consumer Products LLC Basic Information, Manufacturing Base and Competitors

Table 42. Revlon Consumer Products LLC Major Business

Table 43. Revlon Consumer Products LLC Eyebrow and Lash Serum Product and Services

Table 44. Revlon Consumer Products LLC Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. Revlon Consumer Products LLC Recent Developments/Updates

Table 46. Waldencast plc Basic Information, Manufacturing Base and Competitors

Table 47. Waldencast plc Major Business

Table 48. Waldencast plc Eyebrow and Lash Serum Product and Services

Table 49. Waldencast plc Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Waldencast plc Recent Developments/Updates

Table 51. Skin Research Laboratories, LLC Basic Information, Manufacturing Base and Competitors

Table 52. Skin Research Laboratories, LLC Major Business

Table 53. Skin Research Laboratories, LLC Eyebrow and Lash Serum Product and Services

Table 54. Skin Research Laboratories, LLC Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Skin Research Laboratories, LLC Recent Developments/Updates

Table 56. LiLash Beauty LLC Basic Information, Manufacturing Base and Competitors

Table 57. LiLash Beauty LLC Major Business

Table 58. LiLash Beauty LLC Eyebrow and Lash Serum Product and Services

Table 59. LiLash Beauty LLC Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. LiLash Beauty LLC Recent Developments/Updates

Table 61. LASHFOOD Basic Information, Manufacturing Base and Competitors

Table 62. LASHFOOD Major Business

Table 63. LASHFOOD Eyebrow and Lash Serum Product and Services

Table 64. LASHFOOD Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. LASHFOOD Recent Developments/Updates

Table 66. UKLASH Basic Information, Manufacturing Base and Competitors

Table 67. UKLASH Major Business

Table 68. UKLASH Eyebrow and Lash Serum Product and Services

Table 69. UKLASH Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. UKLASH Recent Developments/Updates

Table 71. Xlash Cosmetics AB Basic Information, Manufacturing Base and Competitors

Table 72. Xlash Cosmetics AB Major Business

Table 73. Xlash Cosmetics AB Eyebrow and Lash Serum Product and Services

Table 74. Xlash Cosmetics AB Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. Xlash Cosmetics AB Recent Developments/Updates

Table 76. Sweed Beauty AB Basic Information, Manufacturing Base and Competitors

Table 77. Sweed Beauty AB Major Business

Table 78. Sweed Beauty AB Eyebrow and Lash Serum Product and Services

Table 79. Sweed Beauty AB Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. Sweed Beauty AB Recent Developments/Updates

Table 81. M2 Beaut? GmbH Basic Information, Manufacturing Base and Competitors

Table 82. M2 Beaut? GmbH Major Business

Table 83. M2 Beaut? GmbH Eyebrow and Lash Serum Product and Services

Table 84. M2 Beaut? GmbH Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. M2 Beaut? GmbH Recent Developments/Updates

Table 86. ORPHICA Basic Information, Manufacturing Base and Competitors

Table 87. ORPHICA Major Business

Table 88. ORPHICA Eyebrow and Lash Serum Product and Services

Table 89. ORPHICA Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. ORPHICA Recent Developments/Updates

Table 91. Shiseido Company, Limited Basic Information, Manufacturing Base and Competitors

Table 92. Shiseido Company, Limited Major Business

Table 93. Shiseido Company, Limited Eyebrow and Lash Serum Product and Services

Table 94. Shiseido Company, Limited Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 95. Shiseido Company, Limited Recent Developments/Updates

Table 96. DHC Corporation Basic Information, Manufacturing Base and Competitors

Table 97. DHC Corporation Major Business

Table 98. DHC Corporation Eyebrow and Lash Serum Product and Services

Table 99. DHC Corporation Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 100. DHC Corporation Recent Developments/Updates

Table 101. IDA Laboratories Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 102. IDA Laboratories Co., Ltd. Major Business

Table 103. IDA Laboratories Co., Ltd. Eyebrow and Lash Serum Product and Services

Table 104. IDA Laboratories Co., Ltd. Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 105. IDA Laboratories Co., Ltd. Recent Developments/Updates

Table 106. Amorepacific Corporation Basic Information, Manufacturing Base and Competitors

Table 107. Amorepacific Corporation Major Business

Table 108. Amorepacific Corporation Eyebrow and Lash Serum Product and Services

Table 109. Amorepacific Corporation Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 110. Amorepacific Corporation Recent Developments/Updates

Table 111. Graceclub Corporation Basic Information, Manufacturing Base and Competitors

Table 112. Graceclub Corporation Major Business

Table 113. Graceclub Corporation Eyebrow and Lash Serum Product and Services

Table 114. Graceclub Corporation Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Graceclub Corporation Recent Developments/Updates

Table 116. PT Beaute Haul Indonesia Basic Information, Manufacturing Base and Competitors

Table 117. PT Beaute Haul Indonesia Major Business

Table 118. PT Beaute Haul Indonesia Eyebrow and Lash Serum Product and Services

Table 119. PT Beaute Haul Indonesia Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 120. PT Beaute Haul Indonesia Recent Developments/Updates

Table 121. Earth Rhythm Private Limited Basic Information, Manufacturing Base and Competitors

Table 122. Earth Rhythm Private Limited Major Business

Table 123. Earth Rhythm Private Limited Eyebrow and Lash Serum Product and Services

Table 124. Earth Rhythm Private Limited Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 125. Earth Rhythm Private Limited Recent Developments/Updates

Table 126. CAVILLA Cosmetics Hong Kong Group Limited Basic Information, Manufacturing Base and Competitors

Table 127. CAVILLA Cosmetics Hong Kong Group Limited Major Business

Table 128. CAVILLA Cosmetics Hong Kong Group Limited Eyebrow and Lash Serum Product and Services

Table 129. CAVILLA Cosmetics Hong Kong Group Limited Eyebrow and Lash Serum Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 130. CAVILLA Cosmetics Hong Kong Group Limited Recent Developments/Updates

Table 131. Global Eyebrow and Lash Serum Sales Quantity by Manufacturer (2021-2026) & (K Units)

Table 132. Global Eyebrow and Lash Serum Revenue by Manufacturer (2021-2026) & (USD Million)

Table 133. Global Eyebrow and Lash Serum Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 134. Market Position of Manufacturers in Eyebrow and Lash Serum, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 135. Head Office and Eyebrow and Lash Serum Production Site of Key Manufacturer

Table 136. Eyebrow and Lash Serum Market: Company Product Type Footprint

Table 137. Eyebrow and Lash Serum Market: Company Product Application Footprint

Table 138. Eyebrow and Lash Serum New Market Entrants and Barriers to Market Entry

Table 139. Eyebrow and Lash Serum Mergers, Acquisition, Agreements, and Collaborations

Table 140. Global Eyebrow and Lash Serum Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 141. Global Eyebrow and Lash Serum Sales Quantity by Region (2021-2026) & (K Units)

Table 142. Global Eyebrow and Lash Serum Sales Quantity by Region (2027-2032) & (K Units)

Table 143. Global Eyebrow and Lash Serum Consumption Value by Region (2021-2026) & (USD Million)

Table 144. Global Eyebrow and Lash Serum Consumption Value by Region (2027-2032) & (USD Million)

Table 145. Global Eyebrow and Lash Serum Average Price by Region (2021-2026) & (US\$/Unit)

Table 146. Global Eyebrow and Lash Serum Average Price by Region (2027-2032) & (US\$/Unit)

Table 147. Global Eyebrow and Lash Serum Sales Quantity by Type (2021-2026) & (K Units)

Table 148. Global Eyebrow and Lash Serum Sales Quantity by Type (2027-2032) & (K Units)

Table 149. Global Eyebrow and Lash Serum Consumption Value by Type (2021-2026)

& (USD Million)

Table 150. Global Eyebrow and Lash Serum Consumption Value by Type (2027-2032)

& (USD Million)

Table 151. Global Eyebrow and Lash Serum Average Price by Type (2021-2026) & (US\$/Unit)

Table 152. Global Eyebrow and Lash Serum Average Price by Type (2027-2032) & (US\$/Unit)

Table 153. Global Eyebrow and Lash Serum Sales Quantity by Application (2021-2026) & (K Units)

Table 154. Global Eyebrow and Lash Serum Sales Quantity by Application (2027-2032) & (K Units)

Table 155. Global Eyebrow and Lash Serum Consumption Value by Application (2021-2026) & (USD Million)

Table 156. Global Eyebrow and Lash Serum Consumption Value by Application (2027-2032) & (USD Million)

Table 157. Global Eyebrow and Lash Serum Average Price by Application (2021-2026) & (US\$/Unit)

Table 158. Global Eyebrow and Lash Serum Average Price by Application (2027-2032) & (US\$/Unit)

Table 159. North America Eyebrow and Lash Serum Sales Quantity by Type (2021-2026) & (K Units)

Table 160. North America Eyebrow and Lash Serum Sales Quantity by Type (2027-2032) & (K Units)

Table 161. North America Eyebrow and Lash Serum Sales Quantity by Application (2021-2026) & (K Units)

Table 162. North America Eyebrow and Lash Serum Sales Quantity by Application (2027-2032) & (K Units)

Table 163. North America Eyebrow and Lash Serum Sales Quantity by Country (2021-2026) & (K Units)

Table 164. North America Eyebrow and Lash Serum Sales Quantity by Country (2027-2032) & (K Units)

Table 165. North America Eyebrow and Lash Serum Consumption Value by Country (2021-2026) & (USD Million)

Table 166. North America Eyebrow and Lash Serum Consumption Value by Country (2027-2032) & (USD Million)

Table 167. Europe Eyebrow and Lash Serum Sales Quantity by Type (2021-2026) & (K Units)

Table 168. Europe Eyebrow and Lash Serum Sales Quantity by Type (2027-2032) & (K Units)

Table 169. Europe Eyebrow and Lash Serum Sales Quantity by Application
(2021-2026) & (K Units)

Table 170. Europe Eyebrow and Lash Serum Sales Quantity by Application
(2027-2032) & (K Units)

Table 171. Europe Eyebrow and Lash Serum Sales Quantity by Country (2021-2026) &
(K Units)

Table 172. Europe Eyebrow and Lash Serum Sales Quantity by Country (2027-2032) &
(K Units)

Table 173. Europe Eyebrow and Lash Serum Consumption Value by Country
(2021-2026) & (USD Million)

Table 174. Europe Eyebrow and Lash Serum Consumption Value by Country
(2027-2032) & (USD Million)

Table 175. Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Type (2021-2026)
& (K Units)

Table 176. Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Type (2027-2032)
& (K Units)

Table 177. Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Application
(2021-2026) & (K Units)

Table 178. Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Application
(2027-2032) & (K Units)

Table 179. Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Region
(2021-2026) & (K Units)

Table 180. Asia-Pacific Eyebrow and Lash Serum Sales Quantity by Region
(2027-2032) & (K Units)

Table 181. Asia-Pacific Eyebrow and Lash Serum Consumption Value by Region
(2021-2026) & (USD Million)

Table 182. Asia-Pacific Eyebrow and Lash Serum Consumption Value by Region
(2027-2032) & (USD Million)

Table 183. South America Eyebrow and Lash Serum Sales Quantity by Type
(2021-2026) & (K Units)

Table 184. South America Eyebrow and Lash Serum Sales Quantity by Type
(2027-2032) & (K Units)

Table 185. South America Eyebrow and Lash Serum Sales Quantity by Application
(2021-2026) & (K Units)

Table 186. South America Eyebrow and Lash Serum Sales Quantity by Application
(2027-2032) & (K Units)

Table 187. South America Eyebrow and Lash Serum Sales Quantity by Country
(2021-2026) & (K Units)

Table 188. South America Eyebrow and Lash Serum Sales Quantity by Country

(2027-2032) & (K Units)

Table 189. South America Eyebrow and Lash Serum Consumption Value by Country (2021-2026) & (USD Million)

Table 190. South America Eyebrow and Lash Serum Consumption Value by Country (2027-2032) & (USD Million)

Table 191. Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Type (2021-2026) & (K Units)

Table 192. Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Type (2027-2032) & (K Units)

Table 193. Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Application (2021-2026) & (K Units)

Table 194. Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Application (2027-2032) & (K Units)

Table 195. Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Country (2021-2026) & (K Units)

Table 196. Middle East & Africa Eyebrow and Lash Serum Sales Quantity by Country (2027-2032) & (K Units)

Table 197. Middle East & Africa Eyebrow and Lash Serum Consumption Value by Country (2021-2026) & (USD Million)

Table 198. Middle East & Africa Eyebrow and Lash Serum Consumption Value by Country (2027-2032) & (USD Million)

Table 199. Eyebrow and Lash Serum Raw Material

Table 200. Key Manufacturers of Eyebrow and Lash Serum Raw Materials

Table 201. Eyebrow and Lash Serum Typical Distributors

Table 202. Eyebrow and Lash Serum Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Eyebrow and Lash Serum Picture

Figure 2. Global Eyebrow and Lash Serum Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Eyebrow and Lash Serum Revenue Market Share by Type in 2025

Figure 4. Liquid Serum Examples

Figure 5. Gel Serum Examples

Figure 6. Oil Serum Examples

Figure 7. Global Eyebrow and Lash Serum Revenue by Active Ingredient System, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Eyebrow and Lash Serum Revenue Market Share by Active Ingredient System in 2025

Figure 9. Peptide Based Enhancer Examples

Figure 10. Prostaglandin Analog Enhancer Examples

Figure 11. Amino Acid and Vitamin Based Enhancer Examples

Figure 12. Others Examples

Figure 13. Global Eyebrow and Lash Serum Revenue by Function, (USD Million), 2021 & 2025 & 2032

Figure 14. Global Eyebrow and Lash Serum Revenue Market Share by Function in 2025

Figure 15. Lash and Brow Dual Use Enhancer Examples

Figure 16. Dedicated Eyelash Enhancer Examples

Figure 17. Dedicated Brow Enhancer Examples

Figure 18. Global Eyebrow and Lash Serum Revenue by Distribution Channel, (USD Million), 2021 & 2025 & 2032

Figure 19. Global Eyebrow and Lash Serum Revenue Market Share by Distribution Channel in 2025

Figure 20. Online Retail Examples

Figure 21. Hypermarkets and Supermarkets Examples

Figure 22. Specialty Beauty Stores Examples

Figure 23. Others Examples

Figure 24. Global Eyebrow and Lash Serum Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 25. Global Eyebrow and Lash Serum Revenue Market Share by Application in 2025

Figure 26. Individual Consumers Examples

Figure 27. Professional and Institutional Users Examples

Figure 28. Global Eyebrow and Lash Serum Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 29. Global Eyebrow and Lash Serum Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 30. Global Eyebrow and Lash Serum Sales Quantity (2021-2032) & (K Units)

Figure 31. Global Eyebrow and Lash Serum Price (2021-2032) & (US\$/Unit)

Figure 32. Global Eyebrow and Lash Serum Sales Quantity Market Share by Manufacturer in 2025

Figure 33. Global Eyebrow and Lash Serum Revenue Market Share by Manufacturer in 2025

Figure 34. Producer Shipments of Eyebrow and Lash Serum by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 35. Top 3 Eyebrow and Lash Serum Manufacturer (Revenue) Market Share in 2025

Figure 36. Top 6 Eyebrow and Lash Serum Manufacturer (Revenue) Market Share in 2025

Figure 37. Global Eyebrow and Lash Serum Sales Quantity Market Share by Region (2021-2032)

Figure 38. Global Eyebrow and Lash Serum Consumption Value Market Share by Region (2021-2032)

Figure 39. North America Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 40. Europe Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 41. Asia-Pacific Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 42. South America Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 43. Middle East & Africa Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 44. Global Eyebrow and Lash Serum Sales Quantity Market Share by Type (2021-2032)

Figure 45. Global Eyebrow and Lash Serum Consumption Value Market Share by Type (2021-2032)

Figure 46. Global Eyebrow and Lash Serum Average Price by Type (2021-2032) & (US\$/Unit)

Figure 47. Global Eyebrow and Lash Serum Sales Quantity Market Share by Application (2021-2032)

Figure 48. Global Eyebrow and Lash Serum Revenue Market Share by Application (2021-2032)

Figure 49. Global Eyebrow and Lash Serum Average Price by Application (2021-2032) & (US\$/Unit)

Figure 50. North America Eyebrow and Lash Serum Sales Quantity Market Share by Type (2021-2032)

Figure 51. North America Eyebrow and Lash Serum Sales Quantity Market Share by Application (2021-2032)

Figure 52. North America Eyebrow and Lash Serum Sales Quantity Market Share by Country (2021-2032)

Figure 53. North America Eyebrow and Lash Serum Consumption Value Market Share by Country (2021-2032)

Figure 54. United States Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 55. Canada Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 56. Mexico Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 57. Europe Eyebrow and Lash Serum Sales Quantity Market Share by Type (2021-2032)

Figure 58. Europe Eyebrow and Lash Serum Sales Quantity Market Share by Application (2021-2032)

Figure 59. Europe Eyebrow and Lash Serum Sales Quantity Market Share by Country (2021-2032)

Figure 60. Europe Eyebrow and Lash Serum Consumption Value Market Share by Country (2021-2032)

Figure 61. Germany Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 62. France Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 63. United Kingdom Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 64. Russia Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 65. Italy Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 66. Asia-Pacific Eyebrow and Lash Serum Sales Quantity Market Share by Type (2021-2032)

Figure 67. Asia-Pacific Eyebrow and Lash Serum Sales Quantity Market Share by

Application (2021-2032)

Figure 68. Asia-Pacific Eyebrow and Lash Serum Sales Quantity Market Share by Region (2021-2032)

Figure 69. Asia-Pacific Eyebrow and Lash Serum Consumption Value Market Share by Region (2021-2032)

Figure 70. China Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 71. Japan Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 72. South Korea Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 73. India Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 74. Southeast Asia Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 75. Australia Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 76. South America Eyebrow and Lash Serum Sales Quantity Market Share by Type (2021-2032)

Figure 77. South America Eyebrow and Lash Serum Sales Quantity Market Share by Application (2021-2032)

Figure 78. South America Eyebrow and Lash Serum Sales Quantity Market Share by Country (2021-2032)

Figure 79. South America Eyebrow and Lash Serum Consumption Value Market Share by Country (2021-2032)

Figure 80. Brazil Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 81. Argentina Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 82. Middle East & Africa Eyebrow and Lash Serum Sales Quantity Market Share by Type (2021-2032)

Figure 83. Middle East & Africa Eyebrow and Lash Serum Sales Quantity Market Share by Application (2021-2032)

Figure 84. Middle East & Africa Eyebrow and Lash Serum Sales Quantity Market Share by Country (2021-2032)

Figure 85. Middle East & Africa Eyebrow and Lash Serum Consumption Value Market Share by Country (2021-2032)

Figure 86. Turkey Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 87. Egypt Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 88. Saudi Arabia Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 89. South Africa Eyebrow and Lash Serum Consumption Value (2021-2032) & (USD Million)

Figure 90. Eyebrow and Lash Serum Market Drivers

Figure 91. Eyebrow and Lash Serum Market Restraints

Figure 92. Eyebrow and Lash Serum Market Trends

Figure 93. Porters Five Forces Analysis

Figure 94. Manufacturing Cost Structure Analysis of Eyebrow and Lash Serum in 2025

Figure 95. Manufacturing Process Analysis of Eyebrow and Lash Serum

Figure 96. Eyebrow and Lash Serum Industrial Chain

Figure 97. Sales Channel: Direct to End-User vs Distributors

Figure 98. Direct Channel Pros & Cons

Figure 99. Indirect Channel Pros & Cons

Figure 100. Methodology

Figure 101. Research Process and Data Source

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