

Global Eyebrow and Lash Serum Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Eyebrow and Lash Serum market size is expected to reach \$ 1918 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

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 studies the global Eyebrow and Lash Serum production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Eyebrow and Lash Serum and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Eyebrow and Lash Serum that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Eyebrow and Lash Serum total production and demand, 2021-2032, (K Units)

Global Eyebrow and Lash Serum total production value, 2021-2032, (USD Million)

Global Eyebrow and Lash Serum production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Eyebrow and Lash Serum consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Eyebrow and Lash Serum domestic production, consumption, key domestic manufacturers and share

Global Eyebrow and Lash Serum production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Eyebrow and Lash Serum production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Eyebrow and Lash Serum production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Eyebrow and Lash Serum market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Eyebrow and Lash Serum market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Eyebrow and Lash Serum Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eyebrow and Lash Serum Market, Segmentation by Type:

Liquid Serum

Gel Serum

Oil Serum

Global Eyebrow and Lash Serum Market, Segmentation by Active Ingredient System:

Peptide Based Enhancer

Prostaglandin Analog Enhancer

Amino Acid and Vitamin Based Enhancer

Others

Global Eyebrow and Lash Serum Market, Segmentation by Function:

Lash and Brow Dual Use Enhancer

Dedicated Eyelash Enhancer

Dedicated Brow Enhancer

Global Eyebrow and Lash Serum Market, Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Global Eyebrow and Lash Serum Market, Segmentation by Application:

Individual Consumers

Professional and Institutional Users

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Eyebrow and Lash Serum market?
2. What is the demand of the global Eyebrow and Lash Serum market?
3. What is the year over year growth of the global Eyebrow and Lash Serum market?
4. What is the production and production value of the global Eyebrow and Lash Serum market?
5. Who are the key producers in the global Eyebrow and Lash Serum market?
6. What are the growth factors driving the market demand?

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