

Global Eyelash Enhancing Serum Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G5738CD0D817EN.html>

Date: July 2026

Pages: 160

Price: US\$ 4,480.00 (Single User License)

ID: G5738CD0D817EN

Abstracts

The global Eyelash Enhancing Serum market size is expected to reach \$ 1438 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Eyelash Enhancing Serum is an eye care serum category designed to improve the appearance of lash length, density, strength and overall lash health. In the international market, it is commonly included under Eyelash Enhancing Serum, Lash Enhancing Serum or Eyelash Serum. The product is typically sold in 3 ml to 5 ml brush bottles, liner-style tubes or mascara-wand packaging, with liquid, gel and oil-based formats. Key ingredients include peptides, biotin, panthenol, amino acids, hyaluronic acid, botanical extracts, castor oil, and, in some overseas markets, prostaglandin derivatives. Major applications include daily lash care, pre-makeup and post-makeup care, sensitive-eye care, lash-service aftercare, and brow-and-lash dual-use product development. Major brand and R&D capabilities are concentrated in mature beauty markets such as the United States, Europe, Japan and South Korea, while large-scale manufacturing and OEM supply chains are mainly located in China, South Korea, Italy, Japan and Southeast Asia. This category excludes prescription bimatoprost ophthalmic solution, mascara, false eyelashes and eyelash extension services.

In 2025, global Eyelash Enhancing Serum production reached approximately 84 million to 92 million units, with mainstream brand-level finished-product FOB prices at about US\$10.8 to US\$11.6 per unit.

The global Eyelash Enhancing Serum market is evolving from a functional subcategory in eye care into a highly active consumer market positioned across skincare, eye makeup and non-invasive beauty alternatives. Social media amplification of natural

lashes, bare-face beauty and low-maintenance beauty routines is shifting consumers from short-term coverage-oriented eye makeup toward long-term care products. At the same time, specialist lash care brands, prestige beauty groups, mass makeup brands and cross-border e-commerce players are jointly expanding consumer education and channel penetration. Peptide-based formulas, prostaglandin-free products, sensitive-eye formulations, botanical ingredients and brow-and-lash dual-use products are becoming key innovation directions, helping the category move beyond a single ?growth? claim toward broader positioning around nourishment, strengthening, reduced breakage, and improved appearance of density and length.

Key market challenges are concentrated in regulatory boundaries, efficacy substantiation, ingredient safety and brand trust. Some overseas products use prostaglandin analogues or strong growth-related claims, which may face closer scrutiny under cosmetic and pharmaceutical classification rules in different jurisdictions. Cosmetic brands therefore need to clearly distinguish appearance-improvement claims from medical-style growth claims. Consumer concerns over eye-area irritation, pigmentation, sensitivity and long-term safety continue to rise, encouraging brands to strengthen ophthalmologist testing, clinical testing, ingredient transparency and gentle-formula development. Future demand will be supported by young beauty consumers, sensitive-eye users, lash-extension aftercare, online repeat purchase and professional lash care scenarios, while competition will shift from marketing intensity alone toward evidence-backed efficacy, formulation safety, brand retention and channel efficiency.

This report studies the global Eyelash Enhancing Serum production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Eyelash Enhancing 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 Eyelash Enhancing Serum that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Eyelash Enhancing Serum total production and demand, 2021-2032, (K Units)

Global Eyelash Enhancing Serum total production value, 2021-2032, (USD Million)

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

Global Eyelash Enhancing Serum consumption by region & country, CAGR, 2021-2032

& (K Units)

U.S. VS China: Eyelash Enhancing Serum domestic production, consumption, key domestic manufacturers and share

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

Global Eyelash Enhancing Serum production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Eyelash Enhancing Serum production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Eyelash Enhancing 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., L?Or?al S.A., Waldencast plc, Vegamour, Inc., Pacifica Beauty 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 Eyelash Enhancing 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 Eyelash Enhancing Serum Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eyelash Enhancing Serum Market, Segmentation by Type:

Growth Serum

Nourishing Serum

Strengthening Serum

Others

Global Eyelash Enhancing Serum Market, Segmentation by Active Ingredient System:

Prostaglandin Derived Serum

Peptide Based Serum

Amino Acid and Vitamin Based Serum

Others

Global Eyelash Enhancing Serum Market, Segmentation by Ingredient Positioning:

Conventional Serum

Organic and Natural Serum

Others

Global Eyelash Enhancing Serum Market, Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Global Eyelash Enhancing Serum Market, Segmentation by Application:

Individual Consumers

Professional Beauty Users and Others

Companies Profiled:

Performance Beauty Group

Athena Cosmetics, Inc.

Rodan & Fields, LLC

Rocasuba, Inc.

e.l.f. Beauty, Inc.

The Est?e Lauder Companies Inc.

L?Or?al S.A.

Waldencast plc

Vegamour, Inc.

Pacifica Beauty LLC

LiLash Beauty

Shiseido Company, Limited

DHC Corporation

Isehan Co., Ltd.

Angfa Co., Ltd.

Amorepacific Corporation

Graceclub Corporation

JUNGSAEMMOOL Beauty Co., Ltd.

UKLASH

Xlash Cosmetics AB

Sweed Beauty AB

M2 Beaut? GmbH

ORPHICA

PT Beaute Haul Indonesia

Alliance Cosmetics Group

Key Questions Answered:

1. How big is the global Eyelash Enhancing Serum market?
2. What is the demand of the global Eyelash Enhancing Serum market?

3. What is the year over year growth of the global Eyelash Enhancing Serum market?
4. What is the production and production value of the global Eyelash Enhancing Serum market?
5. Who are the key producers in the global Eyelash Enhancing Serum market?
6. What are the growth factors driving the market demand?

Contents

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