

Global Eyelash Growth 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 Eyelash Growth Serum market size was valued at US\$ 432 million in 2025 and is forecast to a readjusted size of US\$ 603 million by 2032 with a CAGR of 4.9% during review period.

Eyelash Growth Serum, also known as Lash Growth Serum, is a functional eye care serum category positioned to improve the visible appearance of lash length, density, strength and growth. In market research, it is generally treated as a performance-oriented subsegment of Eyelash Serum. The product is typically sold in 3 ml to 5 ml brush bottles, liner-style applicators or mascara-wand tubes, mainly in liquid serum and gel serum formats. Common formulations include prostaglandin analogues or derivatives, peptides, biotin, panthenol, amino acids, hyaluronic acid, botanical extracts and castor oil. 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 lash care, sparse-lash care, short-lash appearance improvement, pre-makeup and post-makeup routines, and lash-extension aftercare. This report scope covers only cosmetic Eyelash Growth Serum, excluding prescription bimatoprost ophthalmic solution, mascara, false eyelashes and eyelash extension services.

In 2025, global Eyelash Growth Serum production reached approximately 36 million to 39 million units, with mainstream brand-level finished-product FOB prices at about US\$11.0 to US\$11.8 per unit. The market was mainly represented by 3 ml to 5 ml performance-oriented products; North American and European brands maintained higher brand-level pricing and stronger premiums around prostaglandin analogues,

peptides and clinically tested claims, while Japanese and South Korean products emphasized gentle growth-support positioning, low-irritation formulas and brow-and-lash dual-use care, and China and Southeast Asian supply chains mainly supported mass-market pricing, cross-border e-commerce and OEM finished-product supply.

The global Eyelash Growth Serum market is benefiting from upgraded eye aesthetics, social media-driven beauty trends and rising demand for non-invasive cosmetic enhancement. Compared with mascara, false eyelashes and lash extension services, Eyelash Growth Serum emphasizes long-term care, improvement of natural lash appearance and repeat purchase, covering demand from short lashes, sparse lashes, lash-extension damage aftercare and non-invasive beauty alternatives. As consumers shift from instant coverage-oriented eye makeup toward long-term care products, prostaglandin analogue products still maintain strong efficacy recognition, while peptide-based, prostaglandin-free, sensitive-eye and botanical formulations are becoming the fastest-moving innovation directions. This is helping the category evolve from a single ?growth? claim toward broader positioning around longer appearance, fuller appearance, strengthening care and low-irritation safety.

Key market challenges are concentrated in regulatory boundaries, efficacy substantiation and eye-area safety concerns. Since growth-related claims may touch the boundary between cosmetics and pharmaceuticals in different jurisdictions, cosmetic brands need to clearly distinguish appearance-improvement claims from physiological growth claims. Products containing prostaglandin analogues face closer scrutiny in some markets, while consumers are increasingly concerned about eye-area irritation, pigmentation, sensitivity and long-term safety. Future downstream demand will be supported by young beauty consumers, sensitive-eye care users, professional lash-service aftercare, cross-border e-commerce channels and brand-owned direct sales. Competitive advantage will increasingly shift from traffic-driven marketing toward ingredient transparency, clinical or ophthalmologist-tested validation, gentle-formula development and long-term repurchase capability.

This report is a detailed and comprehensive analysis for global Eyelash Growth 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 Growth Serum market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Eyelash Growth 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 Eyelash Growth 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 Eyelash Growth 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 Eyelash Growth 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 Eyelash Growth 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., 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.

Market Segmentation

Eyelash Growth 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

Prostaglandin Derived Serum

Peptide Based Serum

Amino Acid and Vitamin Based Serum

Others

Market segment by Ingredient Positioning

Conventional Serum

Organic and Natural Serum

Others

Market segment by Distribution Channel

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Market segment by Application

Individual Consumers

Professional Beauty Users and Others

Major players covered

Performance Beauty Group

Athena Cosmetics, Inc.

Rodan & Fields, LLC

Rocasuba, Inc.

e.l.f. Beauty, Inc.

The Estée Lauder Companies Inc.

L'Oréal 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

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

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

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

Chapter 4, the Eyelash Growth 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 Eyelash Growth 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 Eyelash Growth Serum.

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

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