

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

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Abstracts

The global Eyelash Growth Serum market size is expected to reach \$ 603 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

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 studies the global Eyelash Growth Serum production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

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

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

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

Global Eyelash Growth Serum consumption by region & country, CAGR, 2021-2032 & (K Units)

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

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

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

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

This report profiles key players in the global Eyelash Growth 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 Growth 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 Growth Serum Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eyelash Growth Serum Market, Segmentation by Type:

Liquid Serum

Gel Serum

Oil Serum

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

Prostaglandin Derived Serum

Peptide Based Serum

Amino Acid and Vitamin Based Serum

Others

Global Eyelash Growth Serum Market, Segmentation by Ingredient Positioning:

Conventional Serum

Organic and Natural Serum

Others

Global Eyelash Growth Serum Market, Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Global Eyelash Growth 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 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 Beauté GmbH

ORPHICA

PT Beaute Haul Indonesia

Alliance Cosmetics Group

Key Questions Answered:

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

Contents

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