

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

<https://marketpublishers.com/r/GB33064F60B9EN.html>

Date: July 2026

Pages: 156

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

ID: GB33064F60B9EN

Abstracts

The global Eyelash and Brow Growth Enhancer 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).

Eyelash and Brow Growth Enhancer is a dual-use care serum product applied to the eyelash and eyebrow areas. For formal industry research, Lash and Brow Growth Serum or Eyelash and Eyebrow Growth Serum is a more precise central product name. 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, and, in some overseas markets, prostaglandin analogues or derivatives. It is designed to support the appearance of longer, fuller, stronger and healthier-looking lashes and brows while helping reduce breakage. 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. Core applications include daily lash and brow 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 Eyelash and Brow Growth Enhancer 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 serum products; North American and European brands maintained higher brand-level pricing and stronger premiums around growth-support, fuller-looking

appearance, ophthalmologist-tested claims and premium care positioning, while Japanese and South Korean products emphasized low-irritation, daily care and lash-and-brow dual-use scenarios, 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 Eyelash and Brow Growth Enhancer market is being driven by natural beauty, low-maintenance makeup routines and rising demand for non-invasive appearance improvement. Compared with single-use eyelash serum, Eyelash and Brow Growth Enhancer covers both lash and brow care scenarios, addressing combined consumer demand for natural lashes, fuller-looking brows, refined bare-face appearance and long-term care. Social media, short-form beauty content, at-home care habits and cross-border e-commerce channels continue to increase category visibility, making dual-use serums a high-repeat-purchase product in eye and brow care. Peptide-based formulas, prostaglandin-free products, botanical ingredients, sensitive-eye formulations and dual-tip applicator packaging are key innovation directions, shifting the category from a narrow growth claim toward broader positioning around longer-looking lashes, fuller-looking brows, strengthening care, reduced breakage and clean beauty.

Key market challenges are concentrated in claim boundaries, eye-area safety, ingredient compliance and consumer trust. Since growth-related wording may touch the boundary between cosmetics and pharmaceuticals in different countries, brands need to clearly distinguish appearance-improvement claims from physiological growth claims, especially for products containing prostaglandin analogues or strong performance positioning. 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 young beauty consumers, users with sparse brows and lashes, sensitive-eye consumers, lash and brow service aftercare, online repeat purchase and brand-owned direct sales channels, while competition will increasingly shift from traffic-driven marketing toward efficacy substantiation, safe formulation, brand retention and channel efficiency.

This report studies the global Eyelash and Brow Growth Enhancer production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

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

Global Eyelash and Brow Growth Enhancer total production value, 2021-2032, (USD Million)

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

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

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

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

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

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

This report profiles key players in the global Eyelash and Brow Growth Enhancer 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 Eyelash and Brow Growth Enhancer 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 and Brow Growth Enhancer Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eyelash and Brow Growth Enhancer Market, Segmentation by Type:

Liquid Serum

Gel Serum

Oil Serum

Global Eyelash and Brow Growth Enhancer Market, Segmentation by Active Ingredient System:

Peptide Based Enhancer

Prostaglandin Analog Enhancer

Amino Acid and Vitamin Based Enhancer

Others

Global Eyelash and Brow Growth Enhancer Market, Segmentation by Function:

Lash and Brow Dual Use Enhancer

Dedicated Eyelash Enhancer

Dedicated Brow Enhancer

Global Eyelash and Brow Growth Enhancer Market, Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

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

Contents

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