

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

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Abstracts

The global Eyelash Nourishing Serum market size is expected to reach \$ 376 million by 2032, rising at a market growth of 5.9% CAGR during the forecast period (2026-2032).

Eyelash Nourishing Serum, also referred to as Lash Nourishing Serum, is a care-oriented subcategory of eyelash serum designed for daily lash nourishment, hydration, strengthening and reduced breakage when applied to the lash line or lash surface. Its core positioning is not prescription treatment or instant makeup enhancement, but long-term improvement of lash condition and the appearance of length and density. 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 ingredients include peptides, biotin, panthenol, amino acids, hyaluronic acid, botanical extracts, castor oil and vitamin E. Brand development is mainly 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, sensitive-eye care, pre-makeup and post-makeup routines, lash-extension aftercare and brow-and-lash dual-use care, excluding prescription bimatoprost ophthalmic solution, mascara, false eyelashes and eyelash extension services.

In 2025, global Eyelash Nourishing Serum production reached approximately 29 million to 32 million units, with mainstream brand-level finished-product FOB prices at about US\$7.8 to US\$8.6 per unit. The market was mainly represented by 3 ml to 5 ml gentle-care products; North American and European brands focused on clean beauty, sensitive-eye suitability and clinically tested claims, Japanese and South Korean products emphasized daily nourishment, low-irritation positioning and brow-and-lash dual-use care, while China and Southeast Asian supply chains showed strong capacity

in mass-market pricing, cross-border e-commerce and OEM finished-product supply.

The global Eyelash Nourishing Serum market is benefiting from the combined growth of specialized eye care, clean beauty and natural-looking beauty routines. Compared with lash products positioned around rapid growth or strong stimulation, Eyelash Nourishing Serum emphasizes gentle formulation, long-term care, reduced breakage and improved lash appearance, making it suitable for sensitive-eye consumers, contact lens users, consumers with sparse or fragile lashes, and aftercare scenarios following mascara use, lash curling or eyelash extensions. As consumers shift from instant volume toward healthier natural lashes, peptides, biotin, panthenol, botanical extracts and prostaglandin-free formulas are becoming key innovation areas, moving the category toward higher repeat purchase, stronger trust and greater ingredient transparency.

Key market challenges include claim boundaries, formulation safety and product differentiation. Since claims such as nourishment, strengthening and reduced breakage can be interpreted differently from growth-related claims across regulatory and consumer contexts, brands need clearer positioning, ingredient evidence and ophthalmologist-tested validation to build trust. At the same time, Eyelash Nourishing Serum delivers less immediate visual impact than mascara, false eyelashes and lash extension services, which means consumer education takes longer. Brands must improve market penetration through repeat-use experience, gentleness validation, before-and-after content and channel conversion efficiency. Future demand will be driven by daily eye care, sensitive-eye care, lash-service aftercare, clean beauty and cross-border e-commerce channels, with competition increasingly centered on safe formulation, perceptible care benefits, brand credibility and long-term repurchase strength.

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

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

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

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eyelash Nourishing Serum Market, Segmentation by Type:

Liquid Serum

Gel Serum

Oil Serum

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

Prostaglandin Derived Serum

Peptide Based Serum

Amino Acid and Vitamin Based Serum

Others

Global Eyelash Nourishing Serum Market, Segmentation by Ingredient Positioning:

Conventional Serum

Organic and Natural Serum

Others

Global Eyelash Nourishing Serum Market, Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Global Eyelash Nourishing 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:

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

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

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