

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

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Abstracts

The global Eyelash Serum market size is expected to reach \$ 1730 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

Eyelash Serum is an eye care serum product applied to the lash line or lash surface, usually sold in 3 ml to 5 ml brush bottles, tubes, liner-style applicators or mascara-wand packaging, with liquid, gel and oil-based formats. The product is formulated with ingredients such as peptides, biotin, panthenol, amino acids, hyaluronic acid, botanical extracts and castor oil to support lash conditioning, strengthening, reduced breakage, and improved appearance of length and density. Major brands and product development capabilities are concentrated in mature beauty markets such as the United States, Europe, Japan and South Korea, while large-scale production and OEM support are mainly located in China, South Korea, Italy, Japan and Southeast Asia. Core applications include daily eye care, pre-makeup and post-makeup routines, sensitive-eye care and aftercare for lash beauty services, excluding prescription bimatoprost ophthalmic solution, mascara, false eyelashes and eyelash extension services.

In 2025, global Eyelash Serum production reached approximately 85 million to 95 million units, with mainstream brand-level finished-product FOB prices at about US\$10.8 to US\$11.6 per unit. The market is mainly represented by 3 ml to 5 ml products; North American and European brands maintain higher brand-level pricing, Japanese and South Korean products emphasize gentle formulations and daily care positioning, while China and Southeast Asian supply chains play an important role in mass-market pricing and OEM finished-product supply.

The global Eyelash Serum market is evolving from a niche eye care category into a high-growth segment positioned between eye makeup and functional beauty. Social media-

driven visual beauty trends, demand for non-invasive cosmetic enhancement, rising consumer attention to natural lash appearance, and the entry of prestige beauty brands, specialist lash brands and mass beauty players are expanding the consumer base. Compared with mascara, false eyelashes and lash extension services, Eyelash Serum emphasizes long-term care, repeat purchase and low-burden daily use, giving it strong online conversion potential across North America, Europe, Japan, South Korea and China. Peptide-based formulas, prostaglandin-free products, sensitive-eye formulations, botanical ingredients and brow-and-lash dual-use products are becoming key innovation directions, shifting the category from a narrow ?growth? claim toward broader positioning around nourishment, strengthening, fuller appearance, clean beauty and eye-area safety.

Key market challenges include regulatory compliance, claim substantiation, ingredient safety concerns and consumer trust. Products containing prostaglandin analogues or strong growth-related claims face tighter scrutiny in different jurisdictions, requiring cosmetic brands to maintain a clear boundary between appearance improvement and medical-style growth claims. At the same time, consumer concerns over eye irritation, pigmentation, sensitivity and long-term safety are increasing, pushing brands to strengthen clinical testing, ophthalmologist testing, ingredient transparency and prostaglandin-free development. Future downstream demand will be supported by younger beauty consumers, non-invasive aesthetic alternatives, sensitive-skin users, beauty e-commerce channels and professional lash care scenarios, with the product mix shifting toward high-repeat-purchase products, substantiated efficacy, gentle formulations and direct-to-consumer brand models.

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

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

Highlights and key features of the study

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

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

Global Eyelash Serum production by region & country, production, value, CAGR,

2021-2032, (USD Million) & (K Units), (based on production site)

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

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

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

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

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

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eyelash Serum Market, Segmentation by Type:

Growth Serum

Nourishing Serum

Strengthening Serum

Others

Global Eyelash Serum Market, Segmentation by Active Ingredient System:

Prostaglandin Derived Serum

Peptide Based Serum

Amino Acid and Vitamin Based Serum

Others

Global Eyelash Serum Market, Segmentation by Ingredient Positioning:

Conventional Serum

Organic and Natural Serum

Others

Global Eyelash Serum Market, Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Global Eyelash 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 Serum market?

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

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

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