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Eyelash Serum Market Size, Share & Trends Analysis Report By Ingredient (Conventional, Organic), By Type (Lash Primer, Prostaglandins, Peptides), By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

https://marketpublishers.com/r/EA38EFE925A0EN.html
Date: September 2026
Pages: 100
Price: US$ 3,950.00 (Single User License)
ID: EA38EFE925A0EN

Abstracts

The global eyelash serum market size was valued at USD 1.0 billion in 2025 and is projected to grow from USD 1.1 billion in 2026 to USD 1.7 billion by 2033, at a CAGR of 7.1% from 2026 to 2033. Asia Pacific dominated the market, accounting for a revenue share of 45.0% in 2025. The market has experienced significant growth over the past decade, driven by the increasing popularity of non-invasive beauty treatments and a growing consumer preference for enhancing natural beauty.

By distribution channel, the hypermarkets and supermarkets segment held the largest revenue share of over 35.0% in 2025.

Eyelash serums, which are designed to promote the growth, thickness, and overall health of eyelashes, have gained widespread acceptance among consumers, particularly in North America, Europe, and parts of the Asia Pacific region. One of the key factors contributing to the popularity of eyelash serums is the shift in consumer behavior towards more natural and non-invasive beauty solutions.

As the beauty industry evolves, consumers are seeking products that deliver effective results without requiring expensive or invasive procedures, such as eyelash extensions or false lashes. This trend has been particularly pronounced among younger demographics, including Millennials and Gen Z, who are more inclined towards products that emphasize self-care and natural beauty enhancement.

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The rise of social media and influencer marketing has further fueled the growth of the eyelash serum industry. Platforms such as Instagram, YouTube, and TikTok have played a crucial role in popularizing eyelash serums, with beauty influencers and celebrities endorsing these products to millions of followers. This has not only raised awareness of the benefits of eyelash serums but also created strong demand for products that promise longer, thicker, and healthier lashes.

Recent trends in the eyelash serum industry have placed greater emphasis on product safety and the use of natural ingredients. As consumers become more health-conscious and aware of potential side effects associated with certain ingredients, there has been a shift toward formulations free of harmful chemicals such as parabens, sulfates, and prostaglandins. Prostaglandins, in particular, have been a subject of controversy due to their association with side effects such as eye irritation and changes in iris color. Brands have introduced peptide-based serums, which are seen as a safer alternative that still delivers effective results.

A notable instance of innovation in this space is the launch of Grande Cosmetics' GrandeLASH-MD Lash Enhancing Serum, which has become one of the best-selling eyelash serums on the market. This product is formulated with vitamins, peptides, and amino acids, which work together to promote the appearance of longer, thicker lashes in as little as 4-6 weeks. The success of GrandeLASH-MD has been attributed to its effective formulation and the brand's strategic use of social media marketing and influencer partnerships.

Another key player in the market, Latisse, offers a prescription-strength serum that contains bimatoprost, a prostaglandin analog known for its effectiveness in promoting lash growth. Despite its popularity, Latisse has faced challenges due to concerns about potential side effects, leading to growing interest in alternative products with safer ingredients. This has opened the door for new entrants in the market, particularly those offering clean beauty products that align with consumer demand for natural and non-toxic formulations.

The clean beauty movement has significantly influenced the eyelash serum industry, with many consumers now favoring products that are ethically sourced, cruelty-free, and environmentally sustainable. Brands such as Neora have responded to this trend by developing serums that are dermatologist-tested, hypoallergenic, and free from harsh chemicals. Neora Advanced Eyelash Conditioner, for instance, has gained popularity not only for its efficacy but also for its commitment to ethical practices, including donations to breast cancer research initiatives.

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Global Eyelash Serum Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global eyelash serum market report based on ingredient, type, distribution channel, and region:

- Ingredient Outlook (Revenue, USD Billion, 2021 - 2033)
  - Conventional
  - Organic
- Type Outlook (Revenue, USD Billion, 2021 - 2033)
  - Prostaglandins
  - Lash Primer
  - Peptides
- Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)
  - Hypermarkets and Supermarkets
  - Specialty Stores
  - Drugstore and Pharmacy
  - Online
  - Others
- Regional Outlook (Revenue, USD Billion, 2021 - 2033)
  - North America
  - U.S.

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Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa (MEA)

South Africa

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