

# False Eyelashes Market Size, Share & Trends Analysis Report By Product (Strips, Cluster/Accent, Individual), By Constituent (Natural, Synthetic), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030

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## Abstracts

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### False Eyelashes Market Growth & Trends

The global false eyelashes market is expected to reach USD 2.75 billion by 2030, registering a CAGR of 6.2% during the forecast period, according to a new report by Grand View Research, Inc. Increasing consumption of the beauty products by diverse age groups, internationally, plus the augmented use of the false eyelashes are the factors which drive the market growth.

Women are willing to spend a lot of money on cosmetics driving the growth of the false eyelashes market. Moreover, occurrences of injuries to natural eyelashes and swelling owing to surgical eyelash-related measures are the factors among people that largely restrain the market growth. Apart from that, increasing festival celebrations and fashion trends amongst the global population will support the demand for false eyelash products. Growing consumer inclination for colored eyelashes offers major players new business growth opportunities.

COVID-19 had a negative impact on the growth of the market. Most leading brands experienced a decline in sales due to the pandemic. False eyelashes are largely used in eye makeup meant for parties, functions, and other events which were banned by the government during COVID-19, which resulted in a large decline in the sales of the

product. Growing adoption of online channel sales has made the market grow at a steady pace from the last two quarters of 2020. Furthermore, with the stable development of online sales channels, the trading of cosmetic products such as eyelashes is projected to surge substantially.

The convenience stores segment dominated the market with a revenue share of around 45.0% in 2021. Convenience stores mainly offer assistance from experts, who not only mention products appropriate to their tastes but also simplify the application and care of the product. Modern convenience stores have become a one-stop shop for an extensive selection of product categories. This makes it appropriate for the customers and increases impulse buying.

North America acquired the largest revenue share in the false eyelashes market in 2021. With the fast-paced development of its economy as well as changes in lifestyle, American consumers' preference towards beauty and personal care products has developed multi-fold in the recent past. False eyelashes trends among all age groups in the U.S., although young women witnessed high demand in the region. Thus, North America generated the largest revenue in 2021.

In order to beautify the presence of people and offer various benefits, companies are offering easy-to-use false eyelashes without the necessity of glue to attach them. Additionally, players are producing an extensive variety of false eyelashes of numerous styles, fibers, colors, sizes, etc.

### False Eyelashes Market Report Highlights

Asia Pacific is expected to dominate the market during the forecast period from 2022 to 2030. Increasing adoption of the emerging makeup trends is likely to grow the market demand in the region during the forecast period. Moreover, several countries such as South Korea and Japan are among the major manufacturers of cosmetics and personal care products owing to the rising popularity of their unique makeup and skincare routine

Individual product segment is likely to dominate during the forecast period. The majority of consumers choose to wear them for an extended time period as they are pretty time intensive. It is obtainable in single as well as flared forms which are likely to boost this segment during the forecast period

Synthetic false eyelashes segment generated maximum revenue in 2021. This

is attributed to their firmness as they hold curls very well and are offered in a range of length, curl, thickness, and style

Online segment is likely to dominate during the forecast period. Discounts and offers on the products, different promotion strategies, as well as easy payment options, are the factors likely to propel the online segment during the forecast period

## Contents

### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Constituent Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Regional Outlook

### **CHAPTER 3 FALSE EYELASHES MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power

- 3.5.1.2. Buyer Power
- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of the false eyelashes market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the false eyelashes market

## **CHAPTER 4 CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5 FALSE EYELASHES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Strips
  - 5.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Cluster/Accent
  - 5.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.4. Individual
  - 5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.5. Others
  - 5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

## **CHAPTER 6 FALSE EYELASHES MARKET CONSTITUENT ESTIMATES & TREND ANALYSIS**

- 6.1. Constituent Movement Analysis & Market Share, 2021 & 2030
- 6.2. Natural
  - 6.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 6.3. Synthetic
  - 6.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

## **CHAPTER 7 FALSE EYELASHES MARKET DISTRIBUTION CHANNEL ESTIMATES**

## **& TREND ANALYSIS**

7.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2030

7.2. Online

7.2.1. Market estimates and forecast, through online, 2017 - 2030 (USD Million)

7.3. Convenience Stores

7.3.1. Market estimates and forecast, through convenience stores, 2017 - 2030 (USD Million)

7.4. Hypermarkets & Supermarkets

7.4.1. Market estimates and forecast, through hypermarkets & supermarkets, 2017 - 2030 (USD Million)

## **CHAPTER 8 FALSE EYELASHES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

8.1. Regional Movement Analysis & Market Share, 2021 & 2030

8.2. North America

8.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.2.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.2.5. U.S.

8.2.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.5.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.2.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3. Europe

8.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.3.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.5. Germany

8.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.5.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.3.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Million)

#### 8.3.6. France

8.3.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.6.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.3.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD

Million)

#### 8.4. Asia Pacific

8.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.4.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD

Million)

#### 8.4.5. China

8.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.5.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.4.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD

Million)

#### 8.4.6. India

8.4.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.6.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.4.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD

Million)

#### 8.5. Central & South America

8.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.5.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD

Million)

#### 8.5.5. Brazil

8.5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.5.5.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

8.5.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD

Million)

#### 8.6. Middle East & Africa

8.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)



- 8.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
- 8.6.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
- 8.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 8.6.5. South Africa
  - 8.6.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
  - 8.6.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
  - 8.6.5.3. Market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
  - 8.6.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

## **CHAPTER 9 COMPETITIVE ANALYSIS**

- 9.1. Key global players, recent developments & their impact on the industry
- 9.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 9.3. Vendor Landscape
  - 9.3.1. Key company market share analysis, 2021

## **CHAPTER 10 COMPANY PROFILES**

- 10.1. Ardell International, Inc.
  - 10.1.1. Company Overview
  - 10.1.2. Financial Performance
  - 10.1.3. Product Benchmarking
  - 10.1.4. Strategic Initiatives
- 10.2. KISS Products, Inc.
  - 10.2.1. Company Overview
  - 10.2.2. Financial Performance
  - 10.2.3. Product Benchmarking
  - 10.2.4. Strategic Initiatives
- 10.3. MAC Cosmetics
  - 10.3.1. Company Overview
  - 10.3.2. Financial Performance
  - 10.3.3. Product Benchmarking
  - 10.3.4. Strategic Initiatives
- 10.4. Huda Beauty FZ-LLC
  - 10.4.1. Company Overview
  - 10.4.2. Financial Performance



- 10.4.3. Product Benchmarking
- 10.4.4. Strategic Initiatives
- 10.5. PAC Cosmetics
  - 10.5.1. Company Overview
  - 10.5.2. Financial Performance
  - 10.5.3. Product Benchmarking
  - 10.5.4. Strategic Initiatives
- 10.6. L'Oreal S.A.
  - 10.6.1. Company Overview
  - 10.6.2. Financial Performance
  - 10.6.3. Product Benchmarking
  - 10.6.4. Strategic Initiatives
- 10.7. House of Lashes
  - 10.7.1. Company Overview
  - 10.7.2. Financial Performance
  - 10.7.3. Product Benchmarking
  - 10.7.4. Strategic Initiatives
- 10.8. Parfums de Coeur, Ltd.
  - 10.8.1. Company Overview
  - 10.8.2. Financial Performance
  - 10.8.3. Product Benchmarking
  - 10.8.4. Strategic Initiatives
- 10.9. Beauty Box LLP
  - 10.9.1. Company Overview
  - 10.9.2. Financial Performance
  - 10.9.3. Product Benchmarking
  - 10.9.4. Strategic Initiatives
- 10.10. Kos? Corporation
  - 10.10.1. Company Overview
  - 10.10.2. Financial Performance
  - 10.10.3. Product Benchmarking
  - 10.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

1. False Eyelashes market – Driving factor market analysis
2. False Eyelashes market– Restraint factor market analysis
3. False Eyelashes operators' sales analysis 2019 vs. 2020
4. Strips false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
5. Cluster/Accent false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
6. Individual false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
7. Others false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
8. False Eyelashes market estimates and forecast for natural, 2017 - 2030 (USD Million)
9. False Eyelashes market estimates and forecast for synthetic, 2017 - 2030 (USD Million)
10. False Eyelashes market estimates and forecast for online, 2017 - 2030 (USD Million)
11. False Eyelashes market estimates and forecast for convenience stores, 2017 - 2030 (USD Million)
12. False Eyelashes market estimates and forecast for hypermarkets & supermarkets, 2017 - 2030 (USD Million)
13. North America false eyelashes market estimates and forecast, 2017 - 2030, (USD Million)
14. North America false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)
15. North America false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
16. North America false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
17. U.S. false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
18. U.S. false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)
19. U.S. false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
20. U.S. false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
21. Europe false eyelashes market estimates and forecast, 2017 - 2030, (USD Million)
22. Europe false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)

23. Europe false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
24. Europe false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
25. Germany false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
26. Germany false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)
27. Germany false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
28. Germany false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
29. France false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
30. France false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)
31. France false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
32. France false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
33. Asia Pacific false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
34. Asia Pacific false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)
35. Asia Pacific false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
36. Asia Pacific false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
37. China false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
38. China false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)
39. China false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
40. China false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
41. India false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)
42. India false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)
43. India false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)
44. India false eyelashes market estimates and forecast, by distribution channel, 2017 -

2030 (USD Million)

45. Central & South America false eyelashes market estimates and forecast, 2017 - 2030, (USD Million)

46. Central & South America false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)

47. Central & South America false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

48. Central & South America false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

49. Brazil false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)

50. Brazil false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)

51. Brazil false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

52. Brazil false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

53. Middle East & Africa false eyelashes market estimates and forecast, 2017 - 2030, (USD Million)

54. Middle East & Africa false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)

55. Middle East & Africa false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

56. Middle East & Africa false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

57. South Africa false eyelashes market estimates and forecast, 2017 - 2030 (USD Million)

58. South Africa false eyelashes market estimates and forecast, by product, 2017 - 2030 (USD Million)

59. South Africa false eyelashes market estimates and forecast, by constituent, 2017 - 2030 (USD Million)

60. South Africa false eyelashes market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

61. Company categorization

## List Of Figures

### LIST OF FIGURES

1. False Eyelashes market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. False Eyelashes market: Value chain analysis
7. False Eyelashes sales/retail channel analysis
8. False Eyelashes market: Porter's five forces analysis
9. False Eyelashes market: Product share (%) analysis, 2021 & 2030
10. False Eyelashes market: Constituent share (%) analysis, 2021 & 2030
11. False Eyelashes market: Distribution channel share (%) analysis, 2021 & 2030

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