

Global Eyebrow and Lash Serum Market Growth 2026-2032

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Abstracts

The global Eyebrow and Lash Serum market size is predicted to grow from US\$ 1272 million in 2025 to US\$ 1855 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Eyebrow and Lash Serum, also commonly written as Lash and Brow Serum or Brow and Lash Serum, is a dual-use care serum applied to the eyebrow and eyelash areas. 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, vitamin E, and, in some overseas markets, prostaglandin analogues or derivatives. Its core positioning includes nourishment, strengthening, reduced breakage, improved appearance of lash and brow length and density, and healthier-looking brows and lashes. 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. Key applications include daily brow and lash 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 Eyebrow and Lash Serum 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 care serum products; North American and European brands maintained higher brand-level pricing and stronger premiums around peptide-based formulas, dual-use

brow and lash care, ophthalmologist-tested claims, prostaglandin-free positioning and premium care, while Japanese and South Korean products emphasized low-irritation, daily care and natural beauty attributes, 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 Eyebrow and Lash Serum market is evolving from a peripheral category within single-use eyelash care and eyebrow care into a high-repeat-purchase consumer product in specialized eye and brow care. The product covers two highly visible facial areas, brows and lashes, addressing combined consumer demand for natural lashes, fuller-looking brows, refined bare-face appearance and low-maintenance beauty routines. Social media, short-form beauty content, at-home care habits and cross-border e-commerce channels continue to increase category visibility, accelerating the mainstream adoption of peptide-based formulas, prostaglandin-free products, botanical ingredients, sensitive-eye formulations and dual-tip applicator products. Compared with mascara, eyebrow pencil, false eyelashes and brow tattooing services, Eyebrow and Lash Serum emphasizes long-term care, natural appearance improvement and repeat purchase, giving it strong growth potential among young beauty consumers, sensitive-eye users, consumers with sparse brows and lashes, and users seeking non-invasive beauty alternatives.

Key market challenges are concentrated in claim boundaries, eye-area safety, ingredient compliance and consumer trust. Since Eyebrow and Lash Serum often uses claims related to growth, fullness, strengthening and repair, regulatory boundaries between cosmetic efficacy claims and drug-like claims vary across countries. Brands therefore need to carefully distinguish appearance-improvement claims from physiological growth claims in product naming, advertising language and efficacy substantiation. 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 natural beauty routines, sensitive-eye care, sparse brow and lash care, lash and brow service aftercare, online repeat purchase and brand-owned direct sales, while competition will increasingly shift from traffic-driven marketing toward formulation safety, efficacy evidence, professional endorsement, repurchase capability and channel efficiency.

LP Information, Inc. (LPI) ' newest research report, the "Eyebrow and Lash Serum Industry Forecast" looks at past sales and reviews total world Eyebrow and Lash

Serum sales in 2025, providing a comprehensive analysis by region and market sector of projected Eyebrow and Lash Serum sales for 2026 through 2032. With Eyebrow and Lash Serum sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Eyebrow and Lash Serum industry.

This Insight Report provides a comprehensive analysis of the global Eyebrow and Lash Serum landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Eyebrow and Lash Serum portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Eyebrow and Lash Serum market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Eyebrow and Lash Serum and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Eyebrow and Lash Serum.

This report presents a comprehensive overview, market shares, and growth opportunities of Eyebrow and Lash Serum market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Liquid Serum

Gel Serum

Oil Serum

Segmentation by Active Ingredient System:

Peptide Based Enhancer

Prostaglandin Analog Enhancer

Amino Acid and Vitamin Based Enhancer

Others

Segmentation by Function:

Lash and Brow Dual Use Enhancer

Dedicated Eyelash Enhancer

Dedicated Brow Enhancer

Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Segmentation by Application:

Individual Consumers

Professional and Institutional Users

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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 Addressed in this Report

What is the 10-year outlook for the global Eyebrow and Lash Serum market?

What factors are driving Eyebrow and Lash Serum market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Eyebrow and Lash Serum market opportunities vary by end market size?

How does Eyebrow and Lash Serum break out by Type, by Application?

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