

Global Eyelash Growth Serum Market Growth 2026-2032

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Abstracts

The global Eyelash Growth Serum market size is predicted to grow from US\$ 411 million in 2025 to US\$ 583 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Eyelash Growth Serum, also known as Lash Growth Serum, is a functional eye care serum category positioned to improve the visible appearance of lash length, density, strength and growth. In market research, it is generally treated as a performance-oriented subsegment of Eyelash Serum. 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 formulations include prostaglandin analogues or derivatives, peptides, biotin, panthenol, amino acids, hyaluronic acid, botanical extracts and castor oil. 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 lash care, sparse-lash care, short-lash appearance improvement, pre-makeup and post-makeup routines, and lash-extension aftercare. This report scope covers only cosmetic Eyelash Growth Serum, excluding prescription bimatoprost ophthalmic solution, mascara, false eyelashes and eyelash extension services.

In 2025, global Eyelash Growth Serum production reached approximately 36 million to 39 million units, with mainstream brand-level finished-product FOB prices at about US\$11.0 to US\$11.8 per unit. The market was mainly represented by 3 ml to 5 ml performance-oriented products; North American and European brands maintained higher brand-level pricing and stronger premiums around prostaglandin analogues, peptides and clinically tested claims, while Japanese and South Korean products

emphasized gentle growth-support positioning, low-irritation formulas and brow-and-lash dual-use care, and China and Southeast Asian supply chains mainly supported mass-market pricing, cross-border e-commerce and OEM finished-product supply.

The global Eyelash Growth Serum market is benefiting from upgraded eye aesthetics, social media-driven beauty trends and rising demand for non-invasive cosmetic enhancement. Compared with mascara, false eyelashes and lash extension services, Eyelash Growth Serum emphasizes long-term care, improvement of natural lash appearance and repeat purchase, covering demand from short lashes, sparse lashes, lash-extension damage aftercare and non-invasive beauty alternatives. As consumers shift from instant coverage-oriented eye makeup toward long-term care products, prostaglandin analogue products still maintain strong efficacy recognition, while peptide-based, prostaglandin-free, sensitive-eye and botanical formulations are becoming the fastest-moving innovation directions. This is helping the category evolve from a single ?growth? claim toward broader positioning around longer appearance, fuller appearance, strengthening care and low-irritation safety.

Key market challenges are concentrated in regulatory boundaries, efficacy substantiation and eye-area safety concerns. Since growth-related claims may touch the boundary between cosmetics and pharmaceuticals in different jurisdictions, cosmetic brands need to clearly distinguish appearance-improvement claims from physiological growth claims. Products containing prostaglandin analogues face closer scrutiny in some markets, while consumers are increasingly concerned about eye-area irritation, pigmentation, sensitivity and long-term safety. Future downstream demand will be supported by young beauty consumers, sensitive-eye care users, professional lash-service aftercare, cross-border e-commerce channels and brand-owned direct sales. Competitive advantage will increasingly shift from traffic-driven marketing toward ingredient transparency, clinical or ophthalmologist-tested validation, gentle-formula development and long-term repurchase capability.

LP Information, Inc. (LPI) ' newest research report, the ?Eyelash Growth Serum Industry Forecast? looks at past sales and reviews total world Eyelash Growth Serum sales in 2025, providing a comprehensive analysis by region and market sector of projected Eyelash Growth Serum sales for 2026 through 2032. With Eyelash Growth Serum sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Eyelash Growth Serum industry.

This Insight Report provides a comprehensive analysis of the global Eyelash Growth

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 Eyelash Growth Serum portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Eyelash Growth Serum market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Eyelash Growth 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 Eyelash Growth Serum.

This report presents a comprehensive overview, market shares, and growth opportunities of Eyelash Growth 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:

Prostaglandin Derived Serum

Peptide Based Serum

Amino Acid and Vitamin Based Serum

Others

Segmentation by Ingredient Positioning:

Conventional Serum

Organic and Natural Serum

Others

Segmentation by Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Beauty Stores

Others

Segmentation by Application:

Individual Consumers

Professional Beauty Users and Others

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.

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 Addressed in this Report

What is the 10-year outlook for the global Eyelash Growth Serum market?

What factors are driving Eyelash Growth Serum market growth, globally and by region?

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

How do Eyelash Growth Serum market opportunities vary by end market size?

How does Eyelash Growth Serum break out by Type, by Application?

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