

Global Eyelash and Brow Growth Enhancer Market Growth 2026-2032

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Abstracts

The global Eyelash and Brow Growth Enhancer 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.

Eyelash and Brow Growth Enhancer is a dual-use care serum product applied to the eyelash and eyebrow areas. For formal industry research, Lash and Brow Growth Serum or Eyelash and Eyebrow Growth Serum is a more precise central product name. 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, and, in some overseas markets, prostaglandin analogues or derivatives. It is designed to support the appearance of longer, fuller, stronger and healthier-looking lashes and brows while helping reduce breakage. 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. Core applications include daily lash and brow 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 Eyelash and Brow Growth Enhancer 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 serum products; North American and European brands maintained higher brand-level pricing and stronger premiums around growth-support, fuller-looking

appearance, ophthalmologist-tested claims and premium care positioning, while Japanese and South Korean products emphasized low-irritation, daily care and lash-and-brow dual-use scenarios, 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 Eyelash and Brow Growth Enhancer market is being driven by natural beauty, low-maintenance makeup routines and rising demand for non-invasive appearance improvement. Compared with single-use eyelash serum, Eyelash and Brow Growth Enhancer covers both lash and brow care scenarios, addressing combined consumer demand for natural lashes, fuller-looking brows, refined bare-face appearance and long-term care. Social media, short-form beauty content, at-home care habits and cross-border e-commerce channels continue to increase category visibility, making dual-use serums a high-repeat-purchase product in eye and brow care. Peptide-based formulas, prostaglandin-free products, botanical ingredients, sensitive-eye formulations and dual-tip applicator packaging are key innovation directions, shifting the category from a narrow growth claim toward broader positioning around longer-looking lashes, fuller-looking brows, strengthening care, reduced breakage and clean beauty.

Key market challenges are concentrated in claim boundaries, eye-area safety, ingredient compliance and consumer trust. Since growth-related wording may touch the boundary between cosmetics and pharmaceuticals in different countries, brands need to clearly distinguish appearance-improvement claims from physiological growth claims, especially for products containing prostaglandin analogues or strong performance positioning. 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 young beauty consumers, users with sparse brows and lashes, sensitive-eye consumers, lash and brow service aftercare, online repeat purchase and brand-owned direct sales channels, while competition will increasingly shift from traffic-driven marketing toward efficacy substantiation, safe formulation, brand retention and channel efficiency.

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

the world Eyelash and Brow Growth Enhancer industry.

This Insight Report provides a comprehensive analysis of the global Eyelash and Brow Growth Enhancer 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 and Brow Growth Enhancer portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Eyelash and Brow Growth Enhancer market.

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

This report presents a comprehensive overview, market shares, and growth opportunities of Eyelash and Brow Growth Enhancer 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 Eyelash and Brow Growth Enhancer market?

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

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

How do Eyelash and Brow Growth Enhancer market opportunities vary by end market size?

How does Eyelash and Brow Growth Enhancer break out by Type, by Application?

Contents

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