

False Eyelashes Market Assessment, By Product Type [Cluster Lashes, Strip Lashes, Eyelash extensions, Magnetic Lashes, Others], By Material [Synthetic, Natural], By Technology [Handmade False Eyelashes, Machine-made False Eyelashes], By Colour Family [White, Black, Universal], By Ingredient Preferences [Paraben-free, Vegan, Sulfate-free, Cruelty-Free, Others], By Price Range [Value Segment, Luxury Segment], By End-user [Individual Consumers, Professional Makeup Artists and Salons], By Distribution Channel [Online Channel, Specialty Stores, Supermarkets/Hypermarkets, Convenience and Departmental Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F

<https://marketpublishers.com/r/FD50E20BF301EN.html>

Date: March 2025

Pages: 214

Price: US\$ 4,500.00 (Single User License)

ID: FD50E20BF301EN

Abstracts

Global False Eyelashes market is experiencing remarkable growth, driven by changing beauty trends, the influence of social media, and a growing emphasis on personal grooming. False eyelashes, once a niche product, have become a mainstream beauty essential. The market reached a value of USD 1.5 billion in 2022 and is anticipated to reach USD 2.5 billion by 2030. Projections indicate a CAGR of 6.5% during the forecast period 2023-2030.

The market is witnessing increasing demand for various false eyelash styles and

materials. Key market players offer a wide range of options catering to different consumer preferences. The availability of various styles, from natural-looking to dramatic and bold designs, further fuels market growth. In June 2022, professional beauty supplier Salon System added a quick-application mink-style lash to its Naturalash collection of eyelash products.

Moreover, the rise of social media platforms has played a significant role in the market's expansion. Beauty influencers and celebrities regularly showcase false eyelashes, driving consumer interest and fostering a desire to achieve similar looks. Consumers now have easy access to tutorials and product recommendations, encouraging them to experiment with false eyelashes.

Professional makeup artists, salons, and beauty enthusiasts increasingly use false eyelashes, contributing to the market's growth. Individual false lashes and specialty options like accent and flare lashes have gained popularity, allowing for more customized looks.

The global market spans regions such as North America, Europe, South America, Asia-Pacific and Middle East & Africa. North America and Europe, with their beauty-conscious consumers, remain significant markets. Meanwhile, the Asia-Pacific region, with its burgeoning cosmetics industry and a growing population of makeup enthusiasts, presents a vast opportunity for market expansion.

Global false eyelashes market is experiencing substantial growth due to a convergence of factors, including changing beauty standards, social media influence, and the availability of a diverse range of products. With consumers becoming more adventurous in their beauty choices, the market is poised for continued expansion, making false eyelashes a key player in the cosmetics industry.

In April 2023, award-winning cosmetics brand Velour Beauty expanded its retail presence in Ulta and Sephora stores globally, building on its popularity among celebrities and a strong social media following to reach its target consumers more effectively.

Rising Emphasis on Eye Makeup Boosting the Demand for False Eyelashes

Global false eyelashes market is significantly influenced by the growth of the cosmetic industry. As the cosmetic industry expands, it propels the demand for false eyelashes. The ever-increasing emphasis on eye makeup fuels this growth as an essential part of

beauty routines. False eyelashes, which are a key element for enhancing eye aesthetics, have grown in popularity. The cosmetic industry's innovation in eyelash products, alongside a wide range of styles and materials, caters to the diverse preferences of consumers. As the industry evolves, false eyelashes are becoming more accessible, and their adoption is further accelerated by the influence of social media, beauty influencers, and the desire for captivating eye looks, ultimately driving market growth. In March 2023, KISS Products Inc., known for professional nail and lash products, introduced imPRESS Press-On Falsies. These were innovative one-step under-lash false eyelashes that required no glue. The special adhesive ensured a secure 24-hour hold and easy removal.

North America Holds Dominance in the Market

North America is the most dominating region influencing the global false eyelashes market. Several key factors are responsible for this dominance. The region boasts a well-established cosmetics industry, and false eyelashes have become a staple in the beauty routines of many North American consumers. The presence of leading beauty brands, continuous product innovations, and a strong retail infrastructure contribute to the market's growth. Additionally, the popularity of false eyelashes is driven by the influence of social media, beauty trends, and celebrity endorsements, making them a sought-after beauty accessory. The region's consumer preferences and the prevalence of various false eyelash styles contribute to its dominant position in the global market. In November 2022, US-based Mented Cosmetics, Inc launched The Everyday Eyelash, featuring the latest innovation – the Grip Lash Adhesive Liner. The product was mainly targeted at the beginners who found it difficult to use the traditional lash glue.

Environmental Consciousness Leading to the Development of Eco-Friendly False Eyelashes

One noteworthy emerging trend in the false eyelashes market is the increasing demand for sustainable and eco-friendly lashes. Consumers actively seek beauty products that align with their values as environmental consciousness grows. False eyelash manufacturers are responding to this demand by introducing eco-friendly alternatives. Moreover, sustainable lashes often come in eco-conscious packaging. This trend reflects a broader shift within the cosmetic industry towards sustainability, highlighting the significance of eco-friendly options in the beauty and personal care products industry. In November 2022, Ardell International, Inc., a leading brand of false eyelashes, introduced the product line, Eco Lashes, with the aim to provide eco-conscious consumers with a more environmental-friendly option, aligning with the

growing demand for sustainable beauty products. These eyelashes were designed with sustainability in mind, featuring biodegradability and 100% organic materials. Also, during the same time period, Innovative Beauty Group partnered with eco-friendly brand Loveseen to launch sustainable packaging, reducing plastic usage by about 98%. It featured a tray made from 100% bagasse (sugarcane pulp) and recycled paperboard. A cotton cord enhanced the functionality and aesthetics.

Synthetic False Eyelashes Hold a Larger Market Share in Terms of Volume

Synthetic lashes dominate the market in terms of volume due to several factors. First and foremost, synthetic lashes are more affordable than their natural counterparts. This affordability makes them accessible to a broader consumer base, including those who may be budget-conscious or new to using false eyelashes. As a result, synthetic lashes tend to have higher sales volumes, as they cater to a larger demographic. Additionally, synthetic lashes offer a wide variety of styles and designs, allowing consumers to experiment with different looks without breaking the bank. The versatility and availability of synthetic lashes make them a popular choice among consumers who seek convenience, affordability, and the ability to change their eyelash style frequently. In April 2022, a vending machine for false eyelashes was launched in Coventry, United Kingdom, offering products from the emerging brand, Meggi Lashes, founded by Meggie Morgan. The business was proved successful in Spain initially and then was planned to be brought to the United Kingdom through the innovative vending machine concept. Lip-glosses and beauty blenders could also be bought through the machine.

Impact of COVID-19

The COVID-19 pandemic brought mixed effects to the false eyelashes market. Initially, it faced declining consumer spending on non-essential cosmetics due to lockdowns. Cosmetic stores and salons closed temporarily, impacting sales. However, the market pivoted as consumers turned to online shopping for beauty products, with e-commerce experiencing significant growth. The surge in remote work and virtual interactions prompted a demand for false eyelashes to enhance appearance during video meetings and social media. Moreover, the pandemic accelerated the shift towards natural and sustainable lash options, reflecting evolving consumer preferences. The market exhibited resilience and adaptability, with e-commerce and changing consumer choices driving its recovery.

Key Players Landscape and Outlook

Global false eyelashes market features a competitive landscape with several key players. Some prominent companies include Ardell International, Inc., HB USA Holdings, Inc., Anastasia Beverly Hills, LLC, and Kiss Products, Inc. These brands have established a strong presence in the market with a wide range of false eyelash products catering to various consumer preferences. The outlook for these key players is positive, driven by the growing popularity of false eyelashes worldwide. As the market expands, innovation in lash design, materials, and sustainability will be pivotal for maintaining a competitive edge. Additionally, marketing strategies focusing on social media and celebrity endorsements are crucial in shaping the market landscape and brand positioning.

Collaborations, alliances, tie-ups, and mergers drive innovation, widen product reach, and boost the false eyelashes market. In April 2023, Ardell International, Inc., known for its premium false lashes adored by celebrities, makeup artists, and beauty enthusiasts worldwide, partnered with global beauty retailer SEPHORA. This collaboration brought two exclusive limited-edition sets of Faux Mink lashes to beauty enthusiasts – the dramatic Faux Mink 018 and the natural Faux Mink 023.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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