

Europe Eyelash Adhesives Market Forecast to 2031 - Regional Analysis - by Type (Strip Lash Adhesives and Individual Lash Adhesives) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The Europe eyelash adhesives market was valued at US\$ 558.59 million in 2023 and is anticipated to reach US\$ 785.02 million by 2031; it is estimated to record a CAGR of 4.3% from 2023 to 2031.

Growing Influence of Social Media Drives Europe Eyelash Adhesives Market

Beauty brands maintain active profiles on social media, regularly posting content, interacting with followers, and building a loyal customer base. Makeup trends often go viral on social media, and products associated with these trends, such as eyelash extensions, witness a surge in demand. Detailed video tutorials by beauty experts demonstrate the application of eyelash extensions and glue, educating customers about beauty products, including eyelash extensions and eyelash adhesives. Moreover, social media is a primary platform for launching new products, with brands often creating anticipation among followers. The eyelash extension market players quickly adapt to emerging beauty trends on social media by introducing eyelash adhesives with new formulations to meet its growing demand.

Marketing strategies such as brand endorsement by celebrities and social media influencers help in leveraging the credibility and reach of well-known influencers and celebrities to boost brand awareness, drive sales, and create a strong market presence. As celebrities and influencers have a large follower base, they provide brands with extensive visibility. Effective direct endorsements, collaborations, and brand

ambassadors of eyelash adhesive brands help boost sales and differentiate a brand from competitors. Social media and influencer marketing are driving Gen Z adults to gain insights into novel beauty trends. They take beauty inspiration from social media, whereas more than one-third of Gen Z population is influenced by television and influencers for beauty trends. In 2023, #lashextensions received 8.5 billion views on TikTok and is one of the significant eyelash treatments. In 2022, #AngelLashes trend witnessed 4.5 million views on TikTok. Thus, the growing influence of social media on young generation drives the demand for eyelash extensions, which fuels the Europe eyelash adhesives market growth.

Europe Eyelash Adhesives Market Overview

The Rest of Europe consists of countries such as Spain, Belgium, the Netherlands, Finland, Ireland, Romania, and others. The eyelash adhesives market in the region is growing notably owing to factors such as rapid adoption of emerging makeup and fashion trends, growing influence of celebrities and social media influencers, rising trend of online shopping, and increasing demand for self-grooming products. Eyelash adhesive manufacturers have potential opportunities to expand their customer reach and market share in these countries.

Europe Eyelash Adhesives Market Revenue and Forecast to 2031 (US\$ Million)

Europe Eyelash Adhesives Market Segmentation

The Europe eyelash adhesives market is segmented into type, distribution channel, and country.

Based on type, the Europe eyelash adhesives market is bifurcated into strip lash adhesives and individual lash adhesives. The strip lash adhesives segment held a larger market share in 2023.

In terms of distribution channel, the Europe eyelash adhesives market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The specialty stores segment held the largest market share in 2023.

By country, the Europe eyelash adhesives market is segmented into Germany, the U.K., France, Italy, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe eyelash adhesives market share in 2023.

CharmLash, CLD Creative Lash Design, ESQIDO, Gollee Cosmetics Limited, H.B. Fuller Company, HUDA BEAUTY, and Lost Artistry LTD. are some of the leading companies operating in the Europe eyelash adhesives market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe eyelash adhesives market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Europe eyelash adhesives market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Europe eyelash adhesives market trends and outlook coupled with the factors driving the Europe eyelash adhesives market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Europe Eyelash Adhesives Market

CharmLash

CLD Creative Lash Design

ESQIDO

Gollee Cosmetics Limited

H.B. Fuller Company

HUDA BEAUTY

Lost Artistry LTD.

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