

South & Central America 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 South & Central America eyelash adhesives market was valued at US\$ 226.89 million in 2023 and is estimated to reach US\$ 336.87 million by 2031; it is estimated to register a CAGR of 5.1% from 2023 to 2031.

Increasing Sales of Beauty Products Through Online Sales Channels Fuel South & Central America Eyelash Adhesives Market

The emergence of e-commerce has transformed the way people shop and purchase beauty products. The upsurging penetration of smartphones and the internet, increasing purchasing power of consumers, quick access to emerging technologies, and convenience provided by online retail shopping platforms are among the major factors bolstering the e-commerce industry.

Online channels provide a platform for brand awareness, product information, marketing, and showcasing product portfolios. Channels, such as e-commerce websites, allow major companies to reach a broad consumer base. It offers consumers distinct eyelash extension choices in terms of brands, designs, and styles, catering to the customer base of different regions. The proliferation of mobile applications has facilitated shopping on the go, making it convenient for consumers to purchase eyelash extensions and eyelash adhesives anytime and anywhere. Online sales generate

valuable data on consumer behavior and preferences as well as trends. It enables brands to tailor their offerings and marketing strategies, and streamline product distribution and adjust inventory levels. Thus, the rising sales from online sales channels are expected to offer lucrative opportunities for the South & Central America eyelash adhesives market during the forecast period.

South & Central America Eyelash Adhesives Market Overview

The Rest of South & Central America comprises countries such as Chile, Colombia, Peru, and others. Rising awareness regarding eye makeup trends and the increasing number of individual makeup artists, beauty clinics, salons, multi-brand retail stores, and makeup studios in these countries propel the regional market's growth. Eyelash adhesive manufacturers in the Rest of South & Central America are expected to witness lucrative opportunities due to the high demand for self-grooming products and the presence of a potential customer base in the region.

South & Central America Eyelash Adhesives Market Revenue and Forecast to 2031 (US\$ Million)

South & Central America Eyelash Adhesives Market Segmentation

The South & Central America eyelash adhesives market is segmented into type, distribution channel, and country.

Based on type, the South & Central America 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 South & Central America 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 South & Central America eyelash adhesives market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America eyelash adhesives market share in 2023.

CharmLash, ESQIDO, Gollee Cosmetics Limited, H.B. Fuller Company, HUDA BEAUTY, and Lost Artistry LTD. are some of the leading companies operating in the

South & Central America 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 South & Central America 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 South & Central America 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 South & Central America eyelash adhesives market trends and outlook coupled with the factors driving the South & Central America 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 - South & Central America Eyelash Adhesives Market

CharmLash

ESQIDO

Gollee Cosmetics Limited

H.B. Fuller Company

HUDA BEAUTY

Lost Artistry LTD.

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