

False Lashes Market Size, Share, and Outlook, 2025 Report- By Type (Full Lashes, Half Strips, Individual Lashes, Others), Raw Material (Synthetic Hair, Human Hair, Mink Fur, Others), Technology (Hand-Made, Machine-Made), Distribution Channel (Online, Offline), and Companies, 2021-2032

<https://marketpublishers.com/r/FD17B85EB131EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: FD17B85EB131EN

Abstracts

False Lashes Market Outlook

The global False Lashes market is expected to register a growth rate of 6.8% during the forecast period from \$2.1 Billion in 2024 to \$3.6 Billion in 2032. The False Lashes market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on False Lashes segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Full Lashes, Half Strips, Individual Lashes, Others), Raw Material (Synthetic Hair, Human Hair, Mink Fur, Others), Technology (Hand-Made, Machine-Made), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on False Lashes markets.

False Lashes Market Insights, 2025

Influencers, makeup artists, and beauty YouTubers have transformed false lashes into a mainstream beauty essential. Fueled by platforms like Instagram, TikTok, and YouTube, the market for false lashes has exploded, with brands offering magnetic, glue-on, and self-adhesive varieties in synthetic, silk, and mink formats. Players like Ardell, Lilly

Lashes, and Velour are focusing on reusable and customizable lash kits that cater to both novices and professionals. The demand for cruelty-free and vegan options has also surged, prompting innovations in lash fiber technologies. Furthermore, salon-based services such as lash lifts and extensions are creating brand loyalty and encouraging consumers to explore at-home lash enhancements. As expressive eye makeup trends grow post-pandemic, false lashes continue to see robust, style-driven adoption.

Five Trends that will define global False Lashes market in 2025 and Beyond

A closer look at the multi-million global market for False Lashes identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading False Lashes companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the False Lashes industry?

The False Lashes sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

False Lashes Market Segment Insights

The False Lashes industry presents strong offers across categories. The analytical report offers forecasts of False Lashes industry performance across segments and countries. Key segments in the industry include By Type (Full Lashes, Half Strips, Individual Lashes, Others), Raw Material (Synthetic Hair, Human Hair, Mink Fur, Others), Technology (Hand-Made, Machine-Made), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, False Lashes market size outlook is provided for 22 countries across these

regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global False Lashes industry ecosystem. It assists decision-makers in evaluating global False Lashes market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the False Lashes industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific False Lashes Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe False Lashes Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for False Lashes with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key False Lashes market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and

other Europe.

The US False Lashes market Insights Executives are most excited about opportunities for the US False Lashes industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US False Lashes companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American False Lashes market.

Latin American False Lashes market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa False Lashes Markets
New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African False Lashes markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern False Lashes markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape
How False Lashes companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses

to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Revlon, Inc., Ulta Beauty, Inc., Ardell Lashes and Beauty (American International Industries), ESQIDO Lashes, KISS Products, Inc., M?A?C Cosmetics (Est?e Lauder Companies), Huda Beauty FZ-LLC, PAC Cosmetics, House of Lashes, Parfums de Coeur, Ltd., L'Or?al S.A., Lilly Lashes, Velour Lashes, Beauty Box LLP, Kos? Corporation, Shu Uemura Cosmetics, Inc., Provoc, Miss Claire Cosmetics.

False Lashes Market Scope

Leading Segments

By Type

Full Lashes

Half Strips

Individual Lashes

Others

By Raw Material

Synthetic Hair

Human Hair

Mink Fur

Others

By Technology

Hand-Made

Machine-Made

By Distribution Channel

Online

Offline

Leading Companies

Revlon, Inc.

Ulta Beauty, Inc.

Ardell Lashes and Beauty (American International Industries)

ESQIDO Lashes

KISS Products, Inc.

M?A?C Cosmetics (Est?e Lauder Companies)

Huda Beauty FZ-LLC

PAC Cosmetics

House of Lashes

Parfums de Coeur, Ltd.

L'Or?al S.A.

Lilly Lashes

Velour Lashes

Beauty Box LLP

Kos? Corporation

Shu Uemura Cosmetics, Inc.

Provoc

Miss Claire Cosmetics

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Ulta Beauty, Inc.

Ardell Lashes and Beauty (American International Industries)

ESQIDO Lashes

KISS Products, Inc.

M?A?C Cosmetics (Est?e Lauder Companies)

Huda Beauty FZ-LLC

PAC Cosmetics

House of Lashes

Parfums de Coeur, Ltd.
L'Oréal S.A.
Lilly Lashes
Velour Lashes
Beauty Box LLP
Kos? Corporation
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