Global False Eyelashes Market Research Report: Information by Type (Strip Lashes, Individual Flare lashes, and Individual Single Lashes), Raw Material (Synthetic Hair, Human Hair, Animal Hair & Fur, and Others), Production (Machine Made and Handmade), Distribution Channel [Store-Based (Hypermarkets and Supermarkets, Specialty Stores, and Others) and Non-Store-Based], and Region (North America, Europe, Asia-Pacific, and Rest of the World)—Forecast till 2024

Market Scenario

The Global False Eyelashes Market is expected to register a growth rate of 7.4% during the forecast period. The market is expected to garner a value of approximately USD 1,883 million by the end of 2024. False eyelashes include items worn on or over the eyelids to enhance the look of the eye. Thus, rising consciousness about appearance among consumers has created immense opportunity for the false eyelashes manufacturers.

Various brands in the market are focusing on their research and development activities to launch a new and innovative type of eyelashes, which are easy to apply. This attracts more consumers to invest in such products as they are convenient and help to enhance the look. Also, altering changes in growing beauty industries is leading to a rise in demand for innovative products. Thus, these factors are expected to boost the false eyelashes market growth during the forecast period.

Segmentation

The global false eyelashes market segmentation has been classified as type, raw material, production, distribution channel, and region.

By type, the global false eyelashes market has been categorized as strip lashes, individual flare lashes, and single individual lashes. The strip lashes segment is expected to hold the majority market share, and the same segment is projected to register the highest CAGR during the review period according to the MRFR analysis.

On the basis of raw material, the global false eyelashes market has been segmented as synthetic hair, human hair, animal hair & fur, and others. The synthetic hair segment is expected to hold the majority market share while the sunglasses segment is projected to register the highest CAGR during the review period, according to the MRFR analysis.

Based on the production process, the global false eyelashes market has been bifurcated into the machine made and handmade. The machine-made segment dominated the market in the year 2018. However, the handmade segment is expected to be the fastest growing segment during the forecast period.

The global false eyelashes market has been categorized, on the basis of the distribution...
channel, as store-based and non-store-based. The store-based segment has further been divided into supermarkets and hypermarkets, specialty stores, and others. The store-based segment is expected to account for the larger revenue share of the market. However, the non-store-based segment is expected to exhibit a higher growth rate during the forecast period of 2019 to 2024.

The global false eyelashes market has been studied for four regions—North America, Europe, Asia-Pacific, and the rest of the world.

The North American false eyelashes market has further been segmented into the US, Canada, and Mexico. The European false eyelashes market has been classified as the UK, Germany, France, Italy, Spain, and the rest of Europe. The false eyelashes market in Asia-Pacific has been divided into China, India, Japan, Australia and New Zealand, and the rest of Asia-Pacific. The false eyelashes market in the rest of the world has been segmented into South America, the Middle East, and Africa.

Key Players

Ardell International, Inc (US), KISS Products, Inc. (the US), L’Oréal S.A. (France), Esqido (Canada), M•A•C Cosmetics (the US), Huda Beauty FZ-LLC (UAE), PAC Cosmetics (India), House of Lashes (US), Parfums de Coeur, Ltd. (US), Kosé Corporation (Japan), Lilly Lashes (US), Velour (US), Beauty Box LLP (India), Provoc (Lebanon), and Miss Claire Cosmetics (Poland) are some of the key players in the global false eyelashes market.

Regional Market Summary

Global False Eyelashes Market Share (%), by Region, 2018

Source: Secondary Sources and MRFR Analysis

The North American market is expected to account for the largest revenue share of the global false eyelashes market during the research period due to the growing professional makeup industry which is subsequently leading to the rise in the purchase of false eyelashes in the region. However, the false eyelashes market in Asia-Pacific is expected to register the highest CAGR during the forecast period due to increasing awareness about various eye makeup products, especially for personalized & customized eye makeup products. Moreover, the launch of an innovative variety of false eyelashes in the region is boosting the false eyelashes market growth.

Global False Eyelashes Market, by Type

- Strip Lashes
- Individual Flare lashes
- Individual Single Lashes

Global False Eyelashes Market, by Raw Material

- Synthetic Hair
- Human Hair
• Animal Hair & Fur
• Others

**Global False Eyelashes Market, by Production Process**
• Machine Made
• Handmade

**Global False Eyelashes Market, by Distribution Channel**
• Store-Based
  • Supermarkets and Hypermarkets
  • Specialty Stores
  • Others
• Non-Store-Based

**Global False Eyelashes Market, by Region**
• North America
  • US
  • Canada
  • Mexico
• Europe
  • Germany
  • France
  • Italy
  • Spain
  • UK
  • Rest of Europe
• Asia-Pacific
  • Japan
  • China
  • India
  • Australia and New Zealand
  • Rest of Asia-Pacific
• Rest of the World (RoW)
  • South America
  • Middle East
  • Africa

**Intended Audience**
• False eyelashes manufacturers
• Raw material suppliers and distributors
• Retailers, supermarkets, and hypermarkets
• Traders, exporters, and importers
GLOBAL FALSE EYELASHES MARKET

The global false eyelashes market is expected to reach USD 1,754.0 million by 2023.

Global False Eyelashes Market Share, by Region, 2017

- NORTH AMERICA
- EUROPE
- ASIA-PACIFIC
- REST OF THE WORLD

DRIVERS:
- Growing Demand for Luxury Eye-make-up with Trending New Fashions
- Highest Demand for Customized & Personalized Eye Make-up Products

OPPORTUNITY:
- Increase in Consumer Awareness Related to Fashions Through Social Media

KEY PLAYERS:
- Revlon, Inc.
- Mac Cosmetics
- Ulta Beauty, Inc.
- Ardell International, Inc.
- Esqido Lashes

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