Global False Eyelashes Market is projected to grow at a CAGR over 3.4% post 2023

Global False Eyelashes Market Information- By Raw-Material (Synthetic Hair, Human Hair, Fur, Feather, Others), By Product-Type

PUNE, MAHARASHTRA, INDIA, May 19, 2017 /EINPresswire.com/ -- Global False Eyelashes Market Information- By Raw-Material (Synthetic Hair, Human Hair, Fur, Feather, Others), By Product-Type (Individual Lashes, Strip Lashes), By Production (Machine made, Handmade, Semi-handmade), By Distribution Channel (Supermarket/hypermarket, Specialty stores, E-commerce, Cosmetic stores, Others) and By Region Forecast to 2023

Market Overview-The increasing sale of false eyelashes is driven by its increasing application across the beauty and fashion sectors. Eyelashes are used to enhance the beauty of eyes by making them look more prominent. Increasing fashion awareness and self-consciousness amongst the female population in developed regions has led to the innovation in fashion sector leading to the increased sale of False Eyelashes globally. Increasing disposable income due to economic developments has influenced the positive growth rate of the market. The production of False Eyelashes is found to be high in North America and is evaluated to increase at a positive growth rate in various countries of Asia-Pacific and Europe region.
Market Forecast- Globally the False Eyelashes market share as an artificial eye definer is estimated to escalate at a higher growth rate which is supported by the rising fashion sense amongst the population. The high demand for unique beauty products are supporting the sale of false eyelashes in the market. The developing economy of various regions are fueling up the market demand for False Eyelashes.
All these factors contribute to the calculated CAGR of 3.4% of false eyelashes market during 2017-2023.

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Downstream analysis- Demand of Synthetic False Eyelashes is growing at significant rate followed by Human hair made eye-lashes. This is backed up by the high consumer's preference towards use-and-throw lashes with affordable cost price. With the increase in demand for such cosmetic products the share of fur eyelashes is anticipated to increase during the forecast period.
The convenience usage of the product is supporting the growth of Strip Lashes type of False Eyelashes share in the market. Machine made production of eyelashes hold a major share based on the bulk demand of the product and ease in manufacture. The busy life-style in today's scenario and advancement in technology has increased the sale of False Eyelashes through E-commerce channels.

Competitive analysis-
The major key players in False Eyelashes market are
- Ardell International, Inc. (U.S.)
- MAC Cosmetics (U.S.)
- Revlon, Inc. (U.S.)
- Ulta Beauty, Inc. (U.S.)
- Kiss Cosmetics (U.S.)
- Velour Lashes (U.S.)

- Shu Uemura Cosmetics Inc. (Japan)
- Leeyo Cosmetics Co. (China)

False eyelashes manufacturers across various regions follow the strategy of improving their existing product line by adding innovations to their products to expand their business. This is one of the major factors due to which the demand of False Eyelashes as a potential eye cosmetic product is experiencing a surge. In the North America region, U.S. is amongst the dominating countries holding a major share in False Eyelashes market and exports the product in various other countries which include China, Canada, Mexico, U.K., Germany and others.

Regional Analysis

The Global False Eyelashes Market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). North America region holds a major market share followed by Asia-Pacific. The high demands for False Eyelashes from the developed countries of these regions is contributing to the positive growth of False Eyelashes market. Economic development and changing fashion trends is driving the false eyelashes market. U.S., South Africa, U.K, Korea and Indonesia are the major importers of False Eyelashes.

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The Global False Eyelashes Market is segmented under the following regions mentioned below:

North America
- U.S.
- Canada
- Mexico

Europe
- Germany
- France
- Italy
- Spain
- U.K.
- Rest of Europe

Asia-Pacific
- China
- India
- Australia
- Japan
- Rest of Asia Pacific

Rest of the world
- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Others

The report for Global False Eyelashes Market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.

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