

Global False Lashes (False Eyelashes) Market 2019 Share, Trend, Segmentation and Forecast to 2025

This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies

PUNE, INDIA, September 27, 2019 /EINPresswire.com/ -- Introduction

Eyelashes are protective parts for sensitive eyes. Over the decades, the fashion industry had started taking an interest in eyelashes as a beauty element. Long, thick and lustruous eyelashes can make a person look more attractive. This is the starting idea of the false lashes (false eyelashes) market. False lashes are also called as eyelash extensions. These are made from materials like human or synthetic hair and mink. The extensions are stuck to the top of the regular lashes with a thin layer of adhesive. Sometimes, magnetic lashes are also available. All celebrities sport false eyelashes these days and many women use these on an everyday basis.

This report talks about the current revenue of this global false eye lashes (false eyelashes) market and forecasts its growth in the periods between 2018 and 2023. This report also identifies key companies that manufacture these lashes and project their market growth too. Newer fashion trends globally will positively affect this market and the number of competitive companies in the next years will increase drastically. This report also talks about the global and the regional level of growth of this market and identify potential risks, opportunities, and barriers for the growth of this industry. Demand and supply in different regions are also explained in detail.

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Key Players

The report has included a profiling of various prominent players in the market and different trends in the manufacturing landscape. It also identifies some of the new market entrants that are shaping the false eye lashes (false eyelashes) market landscape.

Ardell
ESQIDO
Elf
Kiss
Revlon
Shu uemura
MAC
Makeup Geek
Benefit
NARS
Bio Takara
Huda Beauty
Velour
Sephora Collection

Lilly Lashes

Market Segmentation

There are two types of eyelashes that this report talks about. Handmade eyelashes are made by an individual and every lash is painstakingly put together. Mechanical eyelashes are easier to create and are cost effective too. Based on the application or the areas that sell these lashes, this report analyzes demand and sales in drug stores, supermarkets, specialist retailers and internet sales companies.

There are a total of 15 companies that the report identifies as key players. These companies hold a majority of the market share and have the highest potential for growth. The SWOT analysis of these companies and their detailed market competitive landscape are discussed in detail by this report. The projected growth of these players in the forecast period and their developmental strategies are both discussed clearly in the report.

Regional Analysis

The major regions included in this report are the United States of America, Europe, Japan, China, India, South East Asia, South Africa, and South America. Owing to modern fashion trends in regions like the United States and Europe, there will be considerable growth in this market in the next years to come. Growing economies and countries in Asia-Pacific regions like India, China, and Japan will also show considerable growth.

Industry News

Deka Lash is an eyelash extension company that was launched in 2011 in Pittsburgh. This company has grown into a studio model creating customised lashes for men and women. In September 2019, the company opened its new studio in Central Texas. This brand has franchisees internationally too and is expanding its business owing to the increase in demand for good quality eyelash extensions.

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