

Under Eye Serum Market Insights: Comprehensive Analysis of Latest Trends and Developments | Estee Lauder, L'Oreal

The Under Eye Serum Market valued at US\$ 3.6 billion in 2023 and is expected to reach US\$ 8.27 Billion by 2030, growing at a (CAGR) of 12.6% from 2023 to 2030.

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/EINPresswire.com/ -- Market Overview:

Under eye serum is a cosmetic skincare product applied around the under eye area to reduce the appearance of dark circles, fine lines, wrinkles and puffiness. It is used to moisturize and nourish delicate under eye skin.

Market Dynamics:

The under eye serum market is expected to witness significant growth over the forecast period owing to two key drivers. Firstly, rising consumer awareness about the importance of anti-aging products in daily skincare routine is driving the demand for under eye serum globally. There is a growing recognition that under eye skin is the most delicate area on face and requires targeted care to reduce signs of aging. Secondly, busy lifestyles and increasing stress levels have resulted in fewer hours of quality sleep amongst consumers. Lack of sufficient sleep is a major cause of dark circles and puffiness under eyes. This has further fuelled the sales of under eye serum promising to treat such concerns. The manufacturers are also focusing on unique formulations with ingredients like caffeine, peptides and hyaluronic acid to boost the effectiveness of serums.

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Aging Baby Boomers Drive Higher Demand for Under Eye Serums



As the baby boomers generation ages, the number of people experiencing signs of aging such as fine lines, wrinkles, under eye darkness, and puffiness has increased dramatically. Those in their 50s and 60s now make up a sizable portion of the cosmetics market and are more willing to spend on products that can help reduce signs of aging. According to recent surveys, over 70% of women ages 45 to 64 report using eye creams and serums on a daily basis. Their growing demand for effective anti-aging solutions that specifically target delicate under eye area has helped boost sales of under eye serums.

Increased Focus on Skincare Routine Boosts Interest in Under Eye Serums

Alongside the aging population, more people today regard skincare as an important part of their daily routine instead of just an occasional indulgence. Social media has also played a big role in normalizing discussion around skincare. Younger generations who experienced the so-called "glass skin" trend on platforms like Instagram and Tiktok have started taking special care of under eye area at a much earlier age to prevent signs of aging. Establishing a multi-step routine including cleanser, toner, serum, and moisturizer has become the new normal. As under eye serums fit well into most skincare routines due to their targeted formulation, increased focus on skincare is driving higher demand.

Lack of regulation restricts market growth

Unlike food and drug products, cosmetics face fewer regulations in many countries regarding ingredients and labeling claims. While this provides more flexibility for product innovation, it also enables questionable marketing practices in the under eye serum market. Some companies aggressively promote products with exaggerated anti-aging benefits or use ambiguous scientific terms without sufficient proof. This erodes customer trust over time and discourages many from regularly using under eye serums. Stricter regulations could help establish consistency and transparency, but most jurisdictions have been slow to strengthen rules for cosmetics. Lack of effective monitoring remains a key challenge restraining faster growth of the under eye serum market.

New Ingredients Open Up Opportunities for Innovation

Continuous research into skincare ingredients has kept yielding new discoveries relevant for under eye formulations. Novel peptides, plant extracts and vitamin complexes with targeted anti-fatigue and anti-puffiness properties are creating exciting opportunities. Brands focused on clean, sustainable products also see potential in natural alternatives to common ingredients. Meanwhile, boom in bespoke and customized skincare creates demand for adjustable serums catering to specific concerns. These innovation avenues could help energize the under eye serum market by addressing unmet needs through new, effective, and personalized solutions.

Sustainability Trend Shapes Packaging Evolution

Growing customer interest in environmentally-friendly options is pushing the under eye serum market towards more sustainable packaging. Plastic jars are being replaced by recyclable glass bottles. Airless pumps that prevent product wastage and don't require preservatives are gaining popularity as well. Companies now emphasize renewable and post-consumer recycled materials in their packaging design and production. This ongoing shift catalyzed by rising sustainability consciousness and demand for green attributes presents both challenges and opportunities for brands. Those who adapt proactively and communicate their sustainability efforts clearly stand to appeal more to today's eco-friendly shoppers.

Worldwide major and leading players within the market are:

- Estee Lauder
- L'Oreal
- Shiseido
- P&G
- Unilever
- LVMH
- Chanel
- Amorepacific
- LG Household and Healthcare
- Kanabo
- Tatcha
- Drunk Elephant
- Olay
- La Mer
- Kiehl's
- Clarins
- Origins
- Caudalie
- Dr. Barbara Sturm
- SkinCeuticals

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Segmental Overview

Under Eye Serum Market segmentation offers an in-depth analysis of the various segments of the market, including application, type, end use, and region. The segmentation overview section offers crucial information about the market share, sales, and growth rate for each of the segments over the forecast period. Moreover, an examination of the relative multitude of

significant sub-portions in the market has been canvassed in the report. Having a knowledge about the various segments and sub-segments helps businesses recognize the importance of factors that drive industry growth.

The titled segments and sub-section of the Under Eye Serum market are illuminated below:

Global Under Eye Serum Market, By Product Type:

- By Product Type: Creams, Gels, Serums, Others (Oils, Balms)
- By Ingredient Type: Retinols, Vitamin C, Hyaluronic Acid, Caffeine, Ceramides, Peptides, Others (plant extracts, oils)
- By Distribution Channel: Supermarkets/Hypermarkets, Specialty Stores, Online Retail, Others (Departmental Stores, Pharmacy)
- By End User: Women, Men, Unisex
- By Skin Type: Dry Skin, Oily Skin, Combination Skin, Normal Skin, Sensitive Skin

Regional Analysis for Under Eye Serum Market:

- North America (United States, Canada, and Mexico)
- Europe (Germany, France, UK, Russia, and Italy)
- Asia-Pacific (China, Japan, Korea, India, and Southeast Asia)
- South America (Brazil, Argentina, Colombia, etc.)
- The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa)

Key Highlights of the Report

Offers a comprehensive and holistic analysis of the Under Eye Serum Market.

Evaluates the competitive environments, covering partnerships, joint ventures, acquisitions, and organic growth.

Provides forecast information related to every region and sub-region of the Under Eye Serum market.

Includes information on the key opportunities and challenges faced by key industry players worldwide.

Covers the Under Eye Serum market's current and future market outlook on industry drivers, market restraints, and regional constraints.

The report answers a number of crucial questions, including:

- Which companies dominate the global Under Eye Serum market?
- What current trends will influence the Under Eye Serum market over the next few years?
- What are the market's opportunities, obstacles, and driving forces?
- What predictions for the future can help with strategic decision-making?
- What advantages does market research offer businesses?
- Which particular Under Eye Serum market segments should industry players focus on in order

to take advantage of the most recent technical advancements?

□ What is the anticipated growth rate for the market economy globally?

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