

Report Information

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Magnetic Eyelashes Market Research Report—Global Forecast till 2032

Report / Search Code: MRFR/CR/9198-HCR

Publish Date: May, 2023

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Price	1-user PDF : \$ 4950.0	Enterprise PDF : \$ 7250.0
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Description:

Magnetic Eyelashes Market Overview

Magnetic Eyelashes Market Size was valued at USD 0.6 billion in 2022. The Magnetic Eyelashes market industry is projected to grow from USD 0.63 Billion in 2023 to USD 1.04 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 6.39% during the forecast period (2023 - 2032). Growing demand for beauty products among consumers, particularly among women and reused multiple times, making them a cost-effective option for consumers are the key market drivers enhancing the market growth.

Magnetic Eyelashes Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Magnetic Eyelashes Market Trends

- Growing demand for convenient eyelashes is driving the market growth

Market CAGR for magnetic eyelashes is being driven by the rising influence of social media and beauty bloggers. People today have increasingly busy lifestyles and are constantly on the go. They don't have the time or patience to spend on traditional eyelash application methods that require glue, which is messy and time-consuming. Magnetic eyelashes offer a quick and easy alternative that can be applied in just a few seconds.

Additionally, Magnetic eyelashes offer a convenient alternative to traditional false eyelashes, which require messy glue application. Magnetic lashes can be applied easily and quickly, making them a popular choice for busy individuals. Traditional false eyelashes typically have a short lifespan and need to be replaced frequently. Magnetic eyelashes, on the other hand, can be reused multiple times, making them a more cost-effective option for consumers. Some individuals are allergic to the ingredients found in traditional eyelash adhesives. Magnetic eyelashes eliminate the need for adhesive, making them an allergy-friendly option for those who suffer from allergies.

The cosmetics industry is experiencing significant growth worldwide, driven by factors such as increasing disposable income, changing lifestyles, and growing social media influence. Magnetic eyelashes are a relatively new and innovative product in the cosmetics industry, and their popularity is increasing rapidly.

For instance, increasing popularity of social media and influencer marketing. Many beauty influencers and makeup artists showcase the use of magnetic eyelashes on social media platforms such as Instagram, TikTok, and YouTube, which has helped to increase awareness and demand for the product. Thus, driving the Magnetic Eyelashes market revenue.

Magnetic Eyelashes Market Segment Insights

Magnetic Eyelashes Type Insights

The Magnetic Eyelashes market segmentation, based on Material type includes Silk, Mink, and Others. The Silk segment dominated the market, accounting for 31% of market revenue. The lightweight and soft silk fibers that closely mimic the look and feel of natural eyelashes & makes them a popular choice among those who want to enhance their lashes while maintaining a natural look.

Magnetic Eyelashes Distribution channel Insights

The Magnetic Eyelashes market segmentation, based on distribution channel, includes store based and non-store-based. The store-based category generated the most income. It provides customers with the convenience of being able to purchase magnetic eyelashes in physical retail stores. This eliminates the need for customers to wait for delivery and allows them to purchase the product immediately.

Figure 1: Magnetic Eyelashes Market, by Distribution channel, 2022 & 2032 (USD billion)

Magnetic Eyelashes Market, by Distribution channel, 2022 & 2032

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Magnetic Eyelashes Regional Insights

By region, the study provides the market insights into North America, Europe, Asia-Pacific and Rest of the World. The North American magnetic eyelashes market area will dominate this market, due to consumers are increasingly interested in natural and convenient beauty products. Magnetic eyelashes, which offer a natural look and do not require messy adhesives, fit this criterion perfectly.

Further, the major countries studied in the market report are The U.S., Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 2: MAGNETIC EYELASHES MARKET SHARE BY REGION 2022 (%)

MAGNETIC EYELASHES MARKET SHARE BY REGION 2022

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Europe Magnetic Eyelashes market accounts for the second-largest market share because it offers natural-looking enhancement to the lashes, which has contributed to their popularity in the European market. Further, the German Magnetic Eyelashes market held the largest market share, and the UK Magnetic Eyelashes market was the fastest growing market in the European region.

The Asia-Pacific Magnetic Eyelashes Market is expected to grow at the fastest CAGR from 2023 to 2032. This is due to wide availability in retail stores and online platforms, making them easily accessible to consumers. Moreover, China's Magnetic Eyelashes market held the largest market share, and the Indian Magnetic Eyelashes market was the fastest growing market in the Asia-Pacific region.

For instance, the US prestige beauty industry grew by 11% in 2021, with skincare, haircare, and makeup being the fastest-growing categories. False eyelashes, including magnetic eyelashes, are a significant segment of the makeup category and are growing in popularity among consumers.

Magnetic Eyelashes Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development to expand their product lines, which will help the Magnetic Eyelashes market grow even more. Market participants are also undertaking a variety of strategic activities to expand their footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, Magnetic Eyelashes industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics used by manufacturers in the Magnetic Eyelashes industry to benefit clients and increase the market sector. In recent years, the Magnetic Eyelashes industry has offered some of the most significant advantages. Major players in the Magnetic Eyelashes market, including Ardell Lashes & Beauty, Ulta Beauty, Inc., ESSYNATURALS, Arishine Beauty, and others, are attempting to increase market demand by investing in research and development operations.

Ardell Lashes & Beauty is a leading beauty brand that specializes in false eyelashes, brow products, and other beauty accessories. It is known for its extensive line of false eyelashes, which includes strip lashes, individual lashes, and magnetic lashes. Its lashes come in a variety of styles, ranging from natural to dramatic, and are made from high-quality materials such as human hair, synthetic fibers, and mink fur. In addition to false lashes, it also offers a range of brow products, including brow pencils, powders, and gels. Its brow products are designed to help customers achieve natural-looking, defined brows.

Arishine Beauty is a beauty brand that specializes in magnetic eyelashes, eyeliner, and other beauty accessories. Its flagship product is its magnetic eyelashes, which are designed to be easy to apply and remove without the need for glue. The company offers a range of styles, from natural-looking lashes to more dramatic and voluminous options. Arishine also sells magnetic eyeliner, which can be used to secure the lashes in place. In addition to magnetic lashes, it offers other beauty accessories such as makeup brushes and eyebrow tinting products. Its products are sold online through its website and through other e-commerce platforms such as Amazon.

Key Companies in the Magnetic Eyelashes market include

- Ardell Lashes & Beauty

- Ulta Beauty, Inc
- ESSYNATURALS
- Arishine Beauty
- KISS Products Inc.
- Acelashes
- Emeda Eyelash Company
- Com
- Vassoul
- MoxieLash

Magnetic Eyelashes Industry Developments

March 2021: Ardell Lashes & Beauty launch their new magnetic lashes and liner system called "Magnetic Liner & Lash Kit." The new system features a liquid eyeliner that is infused with magnetic particles, allowing the magnetic lashes to easily attach to the liner without the need for glue.

April 2021: Kiss Products expanded its magnetic lash line to include new styles and options for customers. The company's magnetic lashes are designed to be easy to apply and remove without the need for glue.

July 2020: Eylure launched Magnetic Lashliner System which includes magnetic eyeliner and a set of magnetic lashes that attach to the liner, eliminating the need for glue. Also, it has been well received by customers for its ease of use and long-lasting wear. The system is available in a range of lash styles, from natural to more dramatic options.

Magnetic Eyelashes Market Segmentation

Magnetic Eyelashes Material Type Outlook

- Silk
- Mink
- others

Magnetic Eyelashes Distribution Channel Outlook

- Store-Based
- Non-Store-Based

Magnetic Eyelashes Regional Outlook

North America

US

Canada

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Australia

Rest of Asia-Pacific

Rest of the World

Middle East

Africa

Latin America

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