



1st Edition

Lash Enhancer Products and Services: U.S. Market Brief

Published October 2018

Base Year: 2018

Forecasts to 2023

Regional Coverage: United States

This report explores the dynamic market of consumable lash enhancement products, including both lash and brow growth accelerator products available for take-home purchase through retail stores and professional outlets, as well as lash extensions applied at lash bar studios and in salons.

This Report Helps Subscribers to:

- Identify the leading lash growth product markets and key lash bar studios and quantify their sales and growth
- Compare the various lash extension offerings through lash bar studios and understand what styles, thickness, length, and curl consumers opt for most
- Identify the key retailers of lash growth products and compare price points across the different trade classes (direct, mass, premium, and professional)
- Assess the key growth drivers in this market and what the opportunities are for the future



Tentative Report Contents*

Introduction

Executive Summary

This presentation-style chapter includes:

- Overview of key findings
- Market size and growth of lash growth enhancer products
- Estimated sales and growth of lash extension services in salons
- Product offerings and new product activity
- Competitive landscape
- Outlook

Brand Profiles

Brief profiles of approximately 10 eyelash growth brands (see Table 1), including the following information:

- Overview and offerings
- Estimated sales and growth (2017 and 2018)
- Distribution
- Marketing activities

Lash Bar Channel Analysis

- Market size and growth of lash bar studios
- Brief profiles for approximately five lash bar studio chains (see Table 2)

NOTE: This study will cover any and all lash enhancer product players as part of the scope. These few have tentatively been selected to be profiled in detail.

* Subject to charter subscriber input

Table 1. Select Examples of Brand Snapshots Provided

Grande Cosmetics

Lash Food

Latisse

Luna Netcar

neuLash

Plume

Public Beauty

RevitaLash

Rodan + Fields

The Queens Pegasus

Table 2. Select Snapshots of Lash Bar Studios Profiled

Amazing Lash Studio

Blushington

The Lash Lounge

Lash Spa Studio





Scope

Lash Enhancer Products and Services: U.S. Market Brief provides a detailed independent appraisal of this fast-moving market and will explore market opportunities and challenges for beauty manufacturers.

- Covers lash and brow growth/regrowth accelerator products and serums that make lashes longer and/or fuller after several days/weeks of application
- Includes prescription eyelash enhancers (e.g., Latisse)
- Covers all consumer channels of distribution in the United States, including professional outlets
- Includes lash extension services
- Excludes mascaras, false eyelashes, and eyelash curlers
- Excludes surgical procedures, such as eyelash transplantation
- Excludes hair regrowth products for the scalp (e.g., minoxidil)

Key Benefits

This report assists beauty market participants in identifying opportunities within the lash enhancer space. Specifically, it will help subscribers:

- Develop business strategies by understanding the trends and developments driving the lash enhancers category
- Design your product development, marketing, and sales strategies
- Develop market-entry and market expansion strategies
- Identify the key companies best positioned to take advantage of emerging market opportunities



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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