

FALSE EYELASH TRENDS AND WHAT TO EXPECT IN 2025

WHAT'S NEXT?

THE EVOLUTION OF EYELASH TRENDS: 2024 AS A TURNING POINT

2024 BEAUTY TRENDS

A recap of 2024
beauty trends

HOT FALSE EYELASHES

A list of must-have
products to keep your
brand align with trends

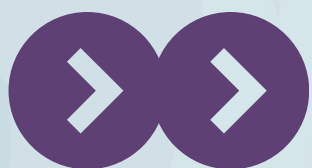
2025 TRENDS PREDICTION

Discover what will be
the next beauty &
lashes trends

The Evolution of Eyelash Trends:

2024 as a Turning Point

The false eyelash industry is evolving rapidly, influenced by changing consumer preferences and the growing impact of social media. To understand the trajectory of false eyelash trends, it's essential to reflect on the developments of 2024. TikTok, the powerhouse of social media, has played a pivotal role in shaping beauty standards, with Gen Z leading the charge. A recent HerCampus report revealed that 64% of Gen Z users rely on TikTok for beauty tips, underscoring the platform's significant influence on consumer behavior.

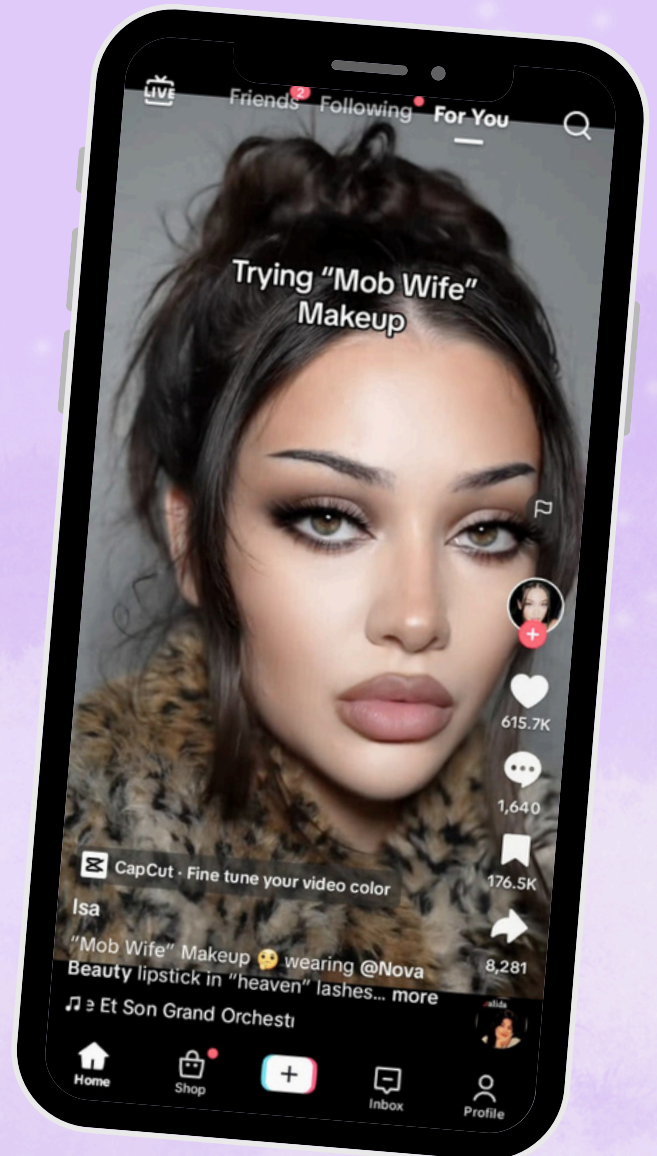


2024's Defining False Eyelash Trends

Mobwife Makeup A Return to Drama

2024 has witnessed a resurgence of bold, dramatic makeup, with the "Mobwife Makeup" trend leading the way. Characterized by **strong brows, sharp eyeliner, and voluminous lashes, this look is all about making a statement.**

Influencers like Isabell Rose have popularized this trend, with her TikTok tutorial amassing over 7.5 million views, cementing its place in the beauty landscape.



@isabellrose at TikTok



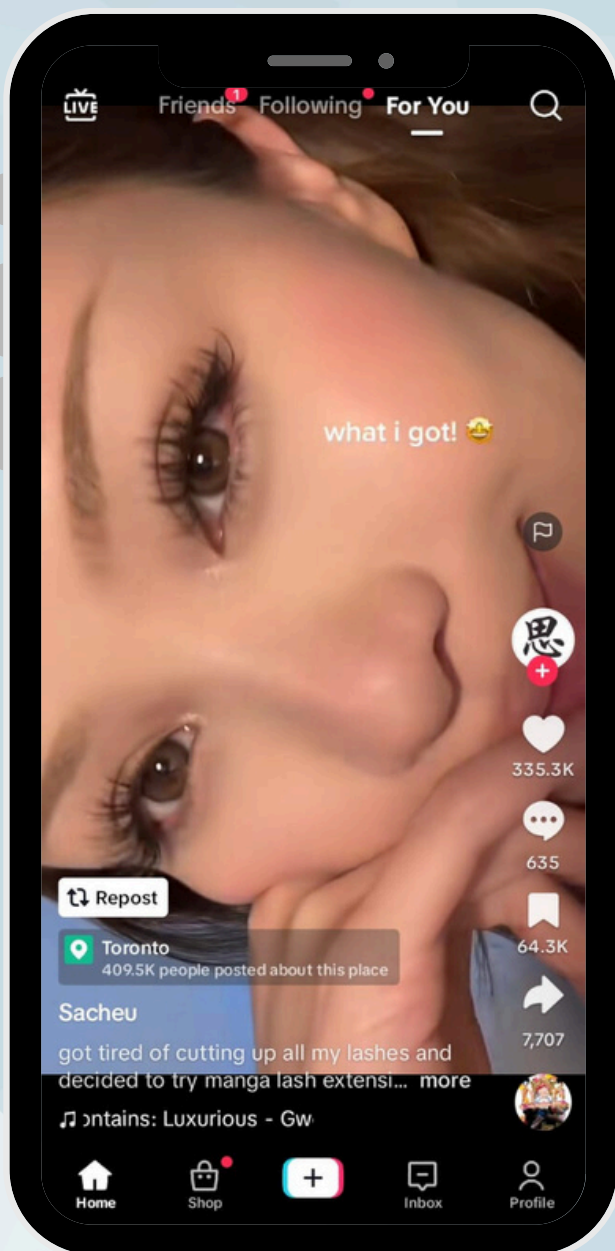
Actionable Step

Brands should focus on developing lightweight yet voluminous lashes that align with this bold aesthetic, offering comfort without compromising on drama.



2024's Defining False Eyelash Trends

Manga Lashes Merging Boldness with Natural Beauty



@sacheu at TikTok

Inspired by the expressive eyes of anime characters, **Manga Lashes** blend boldness and subtlety, allowing for dramatic and natural looks. With over 3 million views on TikTok, Manga Lashes have captivated beauty enthusiasts globally.

A Mintel survey revealed that **58% of Gen Z** beauty consumers **prefer versatile lashes for both casual and special occasions**, emphasizing the need for adaptable product offerings.



2024's Defining False Eyelash Trends

Cluster Lashes DIY Customization on the Rise

Cluster lashes reflect the broader trend of DIY beauty, allowing users to control lash density, length, and placement. This trend is popular for its flexibility, enabling consumers to achieve everything from subtle to dramatic looks at home.

Market Insight

The **DIY beauty market** is projected to **grow at a CAGR of 8.1% from 2023 to 2027**, driven by the demand for affordable, accessible beauty solutions.



2024's Defining False Eyelash Trends

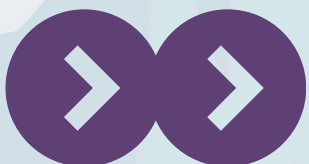
The "No Makeup" Makeup Look Subtlety Reigns Supreme

The "No Makeup" makeup look emphasizes natural beauty with delicate, wispy lashes that blend seamlessly with natural lashes.



Market Data

According to **Grand View Research**, the **demand for natural-looking lashes** is expected to **grow by 12% annually**, driven by a shift towards minimalism in beauty.



Forecasting 2025

What's Next in False Eyelash Trends?

The Rise of Handmade Lashes

Secret Behind Stunning Craftsmanship



As consumers increasingly value authenticity and quality, handmade lashes crafted with care and precision are set to gain significant traction.

Market Data

The global market for handmade beauty products is projected to grow by 15% annually, highlighting opportunities for brands to differentiate through craftsmanship.



Action Step

For brands, introducing a handmade lashes could be the perfect way to offer something unique that speaks of quality and heritage. Highlighting the expertise of Indonesian artisans, like those at EyelashesWorld, can enhance the appeal of these products.



Forecasting 2025

What's Next in False Eyelash Trends?

Natural Beauty

The Timeless Trend

Despite the allure of bold makeup, the natural beauty movement remains strong. In 2025, there will be a continued focus on subtle, refined products that enhance rather than mask natural features.



The Timeless Trend



Scenario Planning

Brands should invest to develop lightweight, comfortable lashes that seamlessly integrate with natural lashes, catering to everyday beauty needs.



Forecasting 2025

What's Next in False Eyelash Trends?

Personalization The Future of Beauty

Personalization has become a key trend, with consumers seeking products tailored to their needs, such as adjustable lash length, curl, or thickness.



Action Step

Brands should consider offering customizable lash kits that allow consumers to mix and match clusters for a truly personalized look, catering to the DIY beauty market.

Technology Integration

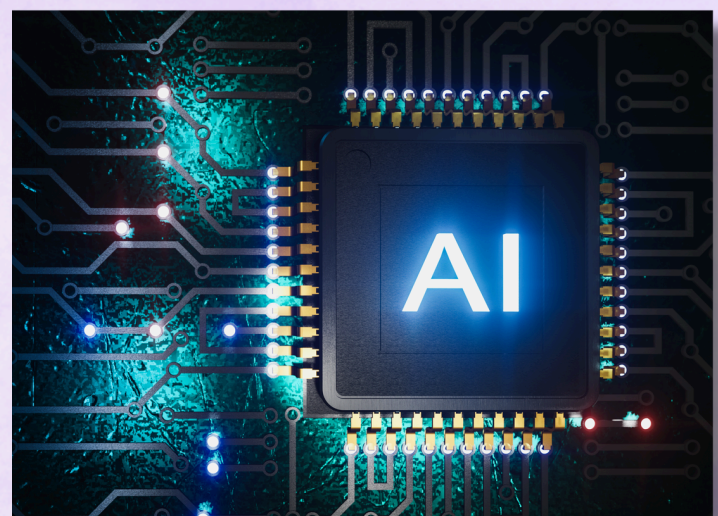
AI and AR tools can enhance the personalization experience, allowing consumers to virtually try on different lash styles before purchase, setting brands apart in the competitive market.

Innovation Tip

Brands should explore offering customizable lash options, allowing consumers to design their own lashes based on their unique preferences. This could be a game-changer in attracting a loyal customer base that values individuality.

Industry Insight

Personalization has become a key trend, with consumers seeking products tailored to their needs, such as adjustable lash length, curl, or thickness.



Forecasting 2025

What's Next in **False Eyelash Trends?**

Eco-Friendly Materials and Sustainable Packaging

A Growing Priority



The shift towards sustainability is becoming a key trend in the beauty industry, including false eyelashes. Consumers are increasingly seeking products that are not only high quality but also environmentally friendly.

Industry Insight

According to a report by Fortune Business Insights, the use of sustainable materials like sugar palm fiber and sugarcane pulp packaging is expected to grow significantly as consumers prioritize eco-conscious beauty choices



Action Step

Brands should explore sustainable alternatives, such as using biodegradable lash fibers and reducing plastic in packaging. Highlighting these efforts can differentiate products and appeal to the growing segment of eco-conscious consumers.



Why Now is the Perfect Time to Enter the False Eyelash Market

The false eyelash industry is not just thriving—it's evolving, shaped by trends in self-expression, sustainability, and personalization. Brands that stay ahead of these trends and offer high-quality, customizable products will stand out.

Industry Insight ✕

The **global false eyelash market is expected to reach \$1.6 billion by 2027**, fueled by the increasing popularity of beauty enhancements and the influence of social media.

EyelashesWorld Support



With **over 16 years** of experience, **EyelashesWorld** is uniquely positioned to **help brands navigate** this **dynamic market**. From an **extensive collection** to **private label services**, we offer the tools and **expertise needed** to create standout brands aligned with the latest trends.



DATA SOURCE

HerCampus Beauty Survey 2024

TikTok Insights, 2024.

Mintel, Gen Z Beauty Trends Report, 2024.

Grand View Research, DIY Beauty Market Analysis, 2023

Grand View Research, Natural Beauty Market Trends,
2024

Fortune Business Insights, Handmade Beauty Market
Forecast, 2024

McKinsey & Company, Beauty Personalization Trends,
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Fortune Business Insights, Sustainability in Beauty
Report, 2024

Mordor Intelligence, False Eyelash Market Value
Forecast, 2024



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