

Original Research Article

Annual analysis of the financial status of the false eyelash industry: Trends, challenges, and opportunities

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Abstract: The false eyelash industry holds an important position in the field of beauty. In recent years, its market scale has been continuously expanding, and the industry competition is also increasingly fierce. This article takes an accounting perspective and conducts in-depth analysis of the financial data of companies in the false eyelash industry. Through detailed analysis of the balance sheet, income statement and cash flow statement, it provides a comprehensive insight into the financial status of this industry. The purpose is to reveal the development trends, challenges and potential opportunities of the false eyelash industry, and provide valuable decision-making reference for enterprise managers, investors and industry researchers.

Keywords: False Eyelash Industry; Financial Analysis; Accounting Perspective; Development Trend

1. Introduction

In today's beauty field, the false eyelash industry is booming. With consumers' pursuit of beauty and the heating up of the market, the demand for false eyelashes is rising rapidly globally. As the industry develops, analyzing its financial status is crucial to understand its economic characteristics, competitive situation, and predict its future direction

2. Current development status of false eyelash industry

2.1. Continuously expanding market size

In contemporary times, people's pursuit of beauty is unprecedentedly intense. False eyelashes, a crucial beauty product, see a consistent rise in market demand. Globally, the false eyelash market is a resplendent star with rapid growth. Fashion trends evolve continuously, and false eyelashes have become a key accessory. Social media plays a crucial role in promoting false eyelashes. In daily life and on special occasions, false eyelashes are popular. The demand is not limited to traditional markets; e-commerce has opened new avenues. Major brands and retailers promote false eyelashes. Application scenarios expand. The market growth is also due to personal grooming awareness and technological advancements.

2.2. Increasingly fierce competitive landscape

The false eyelash industry attracts many enterprises, intensifying competition in product quality, price, and brand. Quality is crucial as consumers expect natural effects, comfortable wear, and durability. Enterprises improve quality with advanced processes and high-quality materials. Price competition is important too, with consumers seeking good value. Enterprises balance quality and price through cost control and process optimization. Brand building is significant as a good brand wins trust. Advertising, social media promotion, and celebrity endorsements build strong brands. In addition to quality, price, and brand, enterprises must innovate products and provide excellent customer service to enhance competitiveness.

3. Financial data analysis of false eyelash industry

3.1. Balance sheet analysis

(1). Asset Structure: Analyzing asset composition of false eyelash enterprises. Assets include current (with inventory significant), fixed, and intangible. Adequate inventory has pros and cons. Accounts receivable needs effective management.

(2). Liability Structure: Monitoring liability situation. Liabilities are short-term and long-term. A reasonable structure reduces risks. Adjust according to operations and strategies.

3.2. Income statement analysis

(1). Operating Income: Analyzing growth trend. Depends on market demand, price adjustments, and sales channel expansion. Control costs while seeking growth.

(2). Cost and Expenses: Studying cost and expense items of false eyelash enterprises is key to finding cost reduction and profit increase methods. Production costs include raw material, labor, and manufacturing costs. Raw material costs can be reduced by stable supplier relationships and inventory management. Labor costs can be lowered by automation and training. Sales expenses are for promotion and sales; in fierce competition, investment in sales expenses needs to be controlled and efficiency improved. Management expenses cover daily management; enterprises can reduce them by strengthening internal management and using information systems.

3.3. Cash flow statement analysis

(1). Cash Flow from Operating Activities: Analyzing this is crucial for judging enterprise conditions. Adequate cash flow indicates good operations. Enterprises should monitor trends and adjust strategies.

(2). Cash Flow from Investing Activities: Focus on investment activities to evaluate potential. Fixed asset investment and R&D investment are important. Reasonable investments bring benefits but excessive ones pose risks.

(3). Cash Flow from Financing Activities: Analyzing financing activities helps understand sources and risks. Equity and debt financing have pros and cons. Enterprises need to choose appropriate methods.

4. Development trends of the false eyelash industry

4.1. Product innovation and upgrade

In the beauty market, consumer demands for false eyelashes are rising. Enterprises need to increase R&D investment, explore new materials and processes, and diversify styles. Only through innovation can they succeed.

4.2. Brand building and marketing

Brands are crucial in the false eyelash industry. A strong brand wins trust. Brand building starts with quality and requires marketing promotion. It's a long process.

4.3. Expansion of E-commerce channels

With e-commerce's rapid development, false eyelash enterprises should expand e-commerce channels. E-commerce platforms offer market spaces and data analysis. Enterprises should focus on operation and

management, combine with offline channels for an integrated sales model.

5. Challenges faced by the false eyelash industry

5.1. Fluctuations in raw material prices

In the false eyelash industry, fluctuations in raw material prices are like an unpredictable storm. Artificial fibers and glue are key raw materials. Supply and demand in the international market, fashion trends, macro factors like the international political and economic situation and trade policies, and fluctuations in international oil prices all affect raw material prices. Fluctuations impact enterprises' production cost, production plan, and long-term development strategy. To meet this challenge, enterprises need to establish a flexible and efficient raw material procurement strategy, such as building long-term cooperative relationships with suppliers, strengthening market monitoring and analysis, and diversifying procurement channels.

5.2. Intensified market competition

In the false eyelash industry, market competition is intense. Consumers demand naturalness, comfort, and durability. Enterprises must invest in R&D and quality improvement. Price competition is also significant. They need to balance price and quality. Brand competition is crucial. Enterprises should enhance brand awareness and reputation through brand building and marketing.

For example, Jinzhai Yuetong Technology Co., Ltd. was established on Jan. 12, 2023, with a registered capital of 5 million yuan. The parent company invests 4.8 million yuan (96.00% of registered capital) and has substantial control. Dongguan Yuetong Technology Co., Ltd. was established on May 18, 2021, with a registered capital of 5 million yuan. The parent company invests 5 million yuan (100.00%) and has substantial control. Anhui Maigemei Makeup Sales Partnership (general partnership) was established on Feb. 21, 2023, with a registered capital of 5 million yuan. The parent company invests 50,000 yuan (1.00%) and has substantial control. Beijing Maigemei Technology Co., Ltd. was established on June 29, 2021, with a registered capital of 1 million yuan. As of report date, parent company hasn't invested but has substantial control. Company hasn't started business. Hangzhou Yuetong Technology Co., Ltd. was established on Oct. 26, 2021, with a registered capital of 1 million yuan. As of report date, parent company hasn't invested and has substantial control. Company hasn't started business. Shanghai Wosaduke Technology Co., Ltd. was established on July 13, 2021, with a registered capital of 1 million yuan. As of report date, parent company hasn't invested and has substantial control. Company hasn't started business.

5.3. Increasing environmental pressure

Technological innovation drives the false eyelash industry and gives enterprises competitive advantages. It shows in raw material and production process innovation and brings new marketing models. However, it also poses challenges. In conclusion, the false eyelash industry has many opportunities. Enterprises should seize them and achieve sustainable development. The government and industry associations should support and guide the industry.

6. Conclusion

The false eyelash industry is an important part of the beauty industry. Analyzing its financial data provides insights. The industry has broad prospects but also faces challenges like raw material price fluctuations, intense competition, and environmental pressure. Enterprises need to take measures such as continuous innovation,

brand building, expanding sales channels, and improving management. The government and industry associations also have responsibilities.

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