

Colour Cosmetics in Brazil

Market Direction | 2022-07-28 | 37 pages | Euromonitor

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Report description:

Colour cosmetics in Brazil had been experiencing fluctuating growth rates over the review period due to trading down to the mass segment and the search for more affordable brands, as well as aggressive promotions and discounts offered by brands to address competition. An altogether worse scenario for the category emerged in 2020 due to the pandemic, as social isolation measures were enforced for longer than expected and ended in a severe economic crisis. During 2021, with the advance of mass vac...

Euromonitor International's Colour Cosmetics in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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