

Colour Cosmetics in Pakistan

Market Direction | 2022-10-12 | 22 pages | Euromonitor

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Report description:

In 2021, all categories of colour cosmetics rebounded from decreases in retail volume sales in 2020, due to the exigencies of the Coronavirus (COVID-19) crisis. However, retail volume growth was lower than in 2019, as the return to pre-pandemic norms was steady, with many consumers still cautious about spending time outside the home. Nonetheless, the demand for these products, which tend to be worn when outside the home, picked up as women started to socialise outside the home more often and ret...

Euromonitor International's Colour Cosmetics in Pakistan 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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More women joining the workforce spurs interest in colour cosmetics

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