

## **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.

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### **Table of Contents:**

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List Of Contents And Tables

COLOUR COSMETICS IN PAKISTAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Colour cosmetics rebounds as consumers resume out-of-home lifestyles

More women joining the workforce spurs interest in colour cosmetics

Facial make-up and lip products benefit as the use of face masks is no longer mandatory

PROSPECTS AND OPPORTUNITIES

Return to normality and longer-term trends to foster growth opportunities

Rising health awareness to foster interest in more natural products

Social media to gain traction as a marketing tool

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2016-2021

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2016-2021

Table 3 Sales of Colour Cosmetics by Premium vs Mass: % Value 2016-2021

Table 4 NBO Company Shares of Colour Cosmetics: % Value 2017-2021

Table 5 LBN Brand Shares of Colour Cosmetics: % Value 2018-2021

Table 6 LBN Brand Shares of Premium Colour Cosmetics: % Value 2018-2021

Table 7 Forecast Sales of Colour Cosmetics by Category: Value 2021-2026

Table 8 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2021-2026

Table 9 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2021-2026

BEAUTY AND PERSONAL CARE IN PAKISTAN

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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