

Colour Cosmetics in Egypt

Market Direction | 2023-05-11 | 28 pages | Euromonitor

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Report description:

Consumers tend to favour make-up with complementary skin care properties, with the most important products being those that clean, moisturise and hydrate. In this environment, hybrid formats that cross beauty and personal care categories, such as colour cosmetics and skin care, will remain an important focus of product innovation as manufacturers look to drive sales. For instance, products with SPF50 instead of 30, hydrating and skin protecting light foundation, and lip products with SPF to pro...

Euromonitor International's Colour Cosmetics in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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