

Colour Cosmetics in Japan

Market Direction | 2023-05-19 | 31 pages | Euromonitor

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Report description:

In 2022, both retail volume and current value sales of colour cosmetics in Japan remained lower than pre-pandemic levels due to new lifestyles and the practice of wearing face masks becoming engrained in many consumers' routines. However, a sales rebound in 2022 was driven by increased opportunities to spend time outside of the home and meet others, as well as the trend to enjoy colourful hair and make-up. The practice of wearing face masks continued in 2022, but facial make-up and lip products,...

Euromonitor International's Colour Cosmetics in Japan 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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Greater preference for brighter colours of eye make-up to match other trends

Demand for durable cosmetics due to wearing of face masks in 2022

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