

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.

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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Rebound for colour cosmetics as consumers spend greater time outside of the home

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

PROSPECTS AND OPPORTUNITIES

Despite removal of face masks in early 2023, colour cosmetics is set to struggle to fully recover in short term

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