

## **Colour Cosmetics in Thailand**

Market Direction | 2023-05-02 | 31 pages | Euromonitor

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### **Report description:**

After the relaxation of COVID-19 restrictions, Thai consumers gradually resumed their normal daily activities. Colour cosmetics saw an upturn in demand as more consumers returned to wearing make-up when they went out socialising, working and participating in other activities outside of the home. Nevertheless, current value sales were unable to return to anywhere near the pre-pandemic level in 2022.

Euromonitor International's Colour Cosmetics in Thailand 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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