

**Colour Cosmetics in Kazakhstan**

Market Direction | 2023-05-10 | 22 pages | Euromonitor

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**Report description:**

The removal of COVID-19 quarantine restrictions in March 2022, and importantly the relaxation of the mask-wearing rule, enabled women to return to more normal make-up routines in 2022. Foundation/concealer made a solid recovery in 2022 as this product could easily be wiped off by masks. However, with inflation spiking in 2022, price sensitivity impacted consumption of all colour cosmetics categories as consumers limited their purchases or shifted to less expensive brands. As in 2021, many consum...

Euromonitor International's Colour Cosmetics in Kazakhstan 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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Facial make-up with added benefits drives demand for BB/CC creams

L'Oreal Kazakhstan holds strong lead in colour cosmetics

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