

Colour Cosmetics in Pakistan

Market Direction | 2023-05-15 | 20 pages | Euromonitor

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Report description:

While in 2022 Pakistan largely put the disruptions caused by the pandemic behind it, there were other challenges. Massive devaluation of the Pakistani rupee against major world currencies and spiralling double-digit inflation, partly caused by the energy crisis stemming from the war in Ukraine, led to a dismal economic picture. In addition, catastrophic floods left hundreds of thousands in need of emergency aid. As a result, though society was fully opened up, colour cosmetics only registered a...

Euromonitor International's Colour Cosmetics in Pakistan 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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Table of Contents:

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List Of Contents And Tables

COLOUR COSMETICS IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth muted by soaring inflation

Local brands have significant foothold

Social media increasingly important

PROSPECTS AND OPPORTUNITIES

Society fully opening benefits colour cosmetics

Clean movement gathers momentum

Multifunctional products increasingly popular

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 3 Sales of Colour Cosmetics by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 5 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 7 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 8 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN PAKISTAN

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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