

Colour Cosmetics in South Korea

Market Direction | 2023-05-22 | 31 pages | Euromonitor

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Report description:

The lifting of COVID-19 social distancing measures and the outdoor mask mandate led sales of colour cosmetics to see a dramatic rise, especially facial make-up (BB cream, foundation, tone-up cream, shading, cushion, powder, blusher/highlighter, etc) and lip products (lipstick, lip tints, lip glosses). Brands also launched new colour cosmetics products to capitalise on the surge in demand - mostly facial make-up and lip products, due to the lack of mask-wearing outdoors. In addition, people were...

Euromonitor International's Colour Cosmetics in South Korea 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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