

## **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.

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