

Colour Cosmetics in Sweden

Market Direction | 2023-05-11 | 30 pages | Euromonitor

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Report description:

Retail value sales of colour cosmetics saw positive, yet modest growth in constant terms during 2022, continuing the trend of the previous year. Demand for colour cosmetics was hit particularly hard by the COVID-19 pandemic, as in-store experimentation is instrumental to sales. However, with the return of Swedes to their normal routines, including the physical shopping experience, sales started to edge back towards pre-pandemic levels. Growth was further boosted an increase in the number of oppo...

Euromonitor International's Colour Cosmetics in Sweden 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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Make-up sales are boosted by return to normal routines

Premiumisation trend continues in 2022

Mass brands up investment in new launches

PROSPECTS AND OPPORTUNITIES

Premiumisation trend look set to continue, although continued popularity of low-cost retailers could restrict value performance

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SOURCES

Summary 1 Research Sources

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