

Colour Cosmetics in Brazil

Market Direction | 2023-07-19 | 34 pages | Euromonitor

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Report description:

Sales of colour cosmetics rebounded in current value terms in 2022, experiencing growth after three consecutive years of decline, driven by the return to socialisation, the lifting of mask mandates, and the full resumption of in-person activities. Although eye, lip, and facial make-up showed double-digit current value growth, levels of sales had yet to reach pre-pandemic levels. This outcome can partly be attributed to the preferences of Brazilian consumers themselves. In 2022, there was an impr...

Euromonitor International's Colour Cosmetics in Brazil 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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COLOUR COSMETICS IN BRAZIL

KEY DATA FINDINGS

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Sales of colour cosmetics once again on the rise due to the return of socialisation, driven by budget-friendly options

Search for cost-effectiveness breaks the barrier between categories and enhances the synergy of colour cosmetics with skin care and sun care

Direct selling loses momentum in the face of new sales formats

PROSPECTS AND OPPORTUNITIES

The forecast period indicates a promising future for colour cosmetics, primarily driven by a focus on skin health and convenience

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