

Colour Cosmetics in Brazil

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

List Of Contents And Tables

COLOUR COSMETICS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Beauty trends will continue to be influenced by the presence and activities of celebrities and influencers

Opportunities and challenges through e-commerce in the coming years

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

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 5 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 6 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 7 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 8 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 10 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 11 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN BRAZIL

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

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Colour Cosmetics in Brazil

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com