

**Colour Cosmetics in the Philippines**

Market Direction | 2023-07-28 | 29 pages | Euromonitor

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**Report description:**

Sales of colour cosmetics saw dynamic growth in current value and retail volume terms in 2022 after taking heavy losses in the previous two years. Due to COVID-19 and the introduction of lockdowns and other restrictions consumers switched to working and studying from home in 2020 with this continuing in 2021, with this also limiting social activities. As such demand for colour cosmetics declined sharply. However, with COVID-19 fears softening and restrictions being eased in 2022 there was a sign...

Euromonitor International's Colour Cosmetics in Philippines 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 sees a significant recovery in demand as COVID-19 fears subside

Lip products receive the kiss of life as face masks come off while facial make-up influenced by South Korean celebrities

Competition intensifying with distribution and celebrity endorsements key to growth

#### PROSPECTS AND OPPORTUNITIES

As incomes rise premium brands are expected to look to expand their presence in the market

Distribution will play a key role in dictating market demand

Home-grown brands could gain a stronger foothold in the market by tailoring their products to the beauty needs of locals

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