

Colour Cosmetics in Portugal

Market Direction | 2024-04-18 | 31 pages | Euromonitor

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Report description:

In 2023, colour cosmetics in Portugal witnessed dynamic growth in terms of both retail value and volume. The category is far from maturity, attracting a rising number of consumers. Millennials and generation Z are among the biggest consumers of colour cosmetics, driven by a strong interest in the products that is partly influenced by , the rising use of Instagram, TikTok and beauty influencers. These younger consumers show willingness to experiment with new colours and styles, as they create a p...

Euromonitor International's Colour Cosmetics in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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COLOUR COSMETICS IN PORTUGAL

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Kiko leads the landscape, offering affordable products to price-sensitive consumers

Changes in the distribution landscape challenges beauty specialists and pharmacies

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