

**Colour Cosmetics in Vietnam**

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

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**Report description:**

In 2023, colour cosmetics in Vietnam benefitted from rising internet penetration and brands' greater investment in their social media activities and engagement - especially short videos on TikTok. These endeavours have boosted the growth and expansion of colour cosmetics even in the country's rural areas. Local consumers are becoming better educated regarding the use of make-up through tutorials they watch on social media platforms, as well as gaining more knowledge about products and thus more...

Euromonitor International's Colour Cosmetics in Vietnam 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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