

Colour Cosmetics in Peru

Market Direction | 2024-04-22 | 27 pages | Euromonitor

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Report description:

Sales in colour cosmetics were strong in both value and volume terms in Peru in 2023. However, it is noted that the volume trajectory, albeit robust, is lower than the anticipated potential. While the return to out-of-home lifestyles rebounded following the era of the pandemic, thus promoting sales of colour cosmetics (along with other grooming products), there are other trends which are suppressing the category's potential. One such trend is that for a natural look, which lowers the need for mu...

Euromonitor International's Colour Cosmetics in Peru 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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