

Colour Cosmetics in Sweden

Market Direction | 2024-04-22 | 29 pages | Euromonitor

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Report description:

Colour cosmetics in Sweden continues to flourish, demonstrating strong post-pandemic sales. While volume growth has slowed down due to market maturity, value sales remain robust. This is fuelled by a powerful premiumisation trend, a steady stream of innovative products, and rising inflation pushing up unit prices. Compared to fragrance and skin care, colour cosmetics have exhibited slightly less dynamic growth, but the overall outlook remains positive.

Euromonitor International's Colour Cosmetics in Sweden 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.

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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SOURCES

Summary 1 Research Sources

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