

## **Colour Cosmetics in Taiwan**

Market Direction | 2024-04-23 | 30 pages | Euromonitor

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### **Report description:**

In 2023, colour cosmetics in Taiwan recorded positive retail value and volume growth, with lip products recording a standout performance. Following the lifting of facemask restrictions, consumers' focus on makeup dramatically increased, with lipstick rising in popularity, with its use previously restricted by masks. This boosted lipstick and lip gloss sales, with consumers keen to experiment with these products again. KATE Lip Monster and Giorgio Armani Lip Power were strong sellers, due to the...

Euromonitor International's Colour Cosmetics in Taiwan 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 TAIWAN

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Sales of colour cosmetics remain strong, driven by lip products

Sales in department stores and health and personal channels rise

Taiwan brand Heme retains its strong appeal, driving sales through affordable prices

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Growth is driven by an expanding audience of younger consumers and males

Ease and convenience drives growth for the e-commerce channel

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### Summary 1 Research Sources

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