

Colour Cosmetics in Thailand

Market Direction | 2024-04-22 | 31 pages | Euromonitor

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Report description:

The upturn in demand for colour cosmetics witnessed in 2022 as a result of the relaxation of COVID-19 restrictions continued apace in Thailand in 2023, when an almost complete return to school/work, social and travel norms triggered a massive growth spurt for the category in terms of both volume and current value sales. Most members of colour cosmetics posted robust double-digit rises in 2023. Products designed to work with eyes and lips have seen rapidly rising demand in line with consumers mak...

Euromonitor International's Colour Cosmetics in Thailand 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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Euromonitor International
April 2024

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