

Colour Cosmetics in Egypt

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

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Report description:

Colour cosmetics saw current value growth in Egypt in 2023. However, volume sales were negatively impacted by the huge leap in prices seen during the year, which occurred in several steps. Prices increased by more than 40% in 2023 following considerable price increases in 2022 after the devaluation of the Egyptian pound. All these increases in price left consumers overwhelmed and they consequently had to decrease the amounts they purchased and focus on the necessities of living rather than on co...

Euromonitor International's Colour Cosmetics in Egypt 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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