

Colour Cosmetics in Estonia

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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Report description:

In 2023, colour cosmetics recorded double-digit retail value growth in Estonia, boosted by rising inflation. Price rises led consumers to be more cautious about their spending, with many not wanting to compromise on quality regarding their colour cosmetic goods. As a result, market leader L'Oreal slightly lost share in the mass segment, with innovative and high-quality brands, such as Essence, gaining ground.

Euromonitor International's Colour Cosmetics in Estonia 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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