

Colour Cosmetics in Indonesia

Market Direction | 2024-04-30 | 28 pages | Euromonitor

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Report description:

The market for colour cosmetics in Indonesia saw healthy growth in current value terms in 2023, continuing the trend of the previous year. As the country emerged from the pandemic, consumers spent more time socialising outside the home, which meant that they were more likely to use make-up as part of their daily routines. Lip products represented the largest segment, as well as being particularly active in terms of manufacturer innovation. Players constantly developed new products with transfer...

Euromonitor International's Colour Cosmetics in Indonesia 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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Healthy growth in 2023, with lip products seeing a high level of innovation

Social media plays an increasingly important role in players' marketing strategies, as embodied by Hebe Beauty

Cheap Chinese brands flood the category

PROSPECTS AND OPPORTUNITIES

Healthy outlook for colour cosmetics in the forecast period, with young consumers expected to shape the direction of the market

Chinese brands will continue to make waves, while players will also create more hybrid products, which provide skin care benefits

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