

Colour Cosmetics in Kenya

Market Direction | 2024-05-03 | 22 pages | Euromonitor

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Report description:

Kenya's colour cosmetics markets saw a continued shift towards online shopping in 2023, as the e-commerce channel expanded. The trend has been advancing during the review period, significantly accelerated by the global pandemic. Though growth for the e-commerce channel in colour cosmetics dropped over 2021 and 2022 as consumers returned to store-based outlets, in 2023 it picked up pace considerably to rise in double-digits.

Euromonitor International's Colour Cosmetics in Kenya 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 is home to counterfeit brands

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