

Colour Cosmetics in North Macedonia

Market Direction | 2024-04-30 | 20 pages | Euromonitor

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Report description:

Despite continuing high inflation, and also a falling population, colour cosmetics in North Macedonia registered some volume growth in 2023. However, with prices continuing to rise, consumers adopted some economising behaviours and for instance colour cosmetics/set kits performed well, as consumers look to purchase several products at a lower price per unit. Younger consumers, that is the under 40s cohort, continued to drive value sales.

Euromonitor International's Colour Cosmetics in North Macedonia 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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