

Colour Cosmetics in Pakistan

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

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Report description:

In 2023, colour cosmetics in Pakistan witnessed double-digit value growth in sales, primarily driven by inflationary pressures, while volume growth remained modest. The product area benefited from ongoing population expansion, supporting volume sales, with lip products continuing to dominate value sales. However, eye make-up recorded the highest current value growth, indicating shifting consumer preferences.

Euromonitor International's Colour Cosmetics in Pakistan 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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Table of Contents:

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List Of Contents And Tables

COLOUR COSMETICS IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume growth muted by soaring inflation

Social media increasingly important

Local brands have significant foothold

PROSPECTS AND OPPORTUNITIES

The growing importance of digital influencers and social media marketing

Clean movement gathers momentum

Multifunctional products increasingly popular

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 3 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 5 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 7 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 8 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN PAKISTAN

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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