

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.

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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