

Colour Cosmetics in Egypt

Market Direction | 2024-04-29 | 29 pages | Euromonitor

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Report description:

Colour cosmetics saw current value growth in Egypt in 2023. However, volume sales were negatively impacted by the huge leap in prices seen during the year, which occurred in several steps. Prices increased by more than 40% in 2023 following considerable price increases in 2022 after the devaluation of the Egyptian pound. All these increases in price left consumers overwhelmed and they consequently had to decrease the amounts they purchased and focus on the necessities of living rather than on co...

Euromonitor International's Colour Cosmetics in Egypt 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 EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Evolving colour cosmetics landscape in Egypt

Unpredictable trade environment affects colour cosmetics

Rise of social media commerce: a new avenue for beauty products

PROSPECTS AND OPPORTUNITIES

Embracing minimalism in colour cosmetics purchases

Colour cosmetics set to see growth

L'Oreal Egypt LLC faces growing local competition in colour cosmetics

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

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 5 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 6 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 7 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 8 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 10 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 11 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN EGYPT

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

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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