

## **Colour Cosmetics in Lithuania**

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

In 2023, colour cosmetics drove strong double-digit retail value growth, driven by rising price points. Retail volume growth was positive in areas such as eye make-up, BB/CC creams and lip gloss, with sales driven by a return to pre-pandemic routines and socialising, the rise of out-of-home occasions and social events.

Euromonitor International's Colour Cosmetics in Lithuania 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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