

Colour Cosmetics in Mexico

Market Direction | 2024-07-15 | 35 pages | Euromonitor

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Report description:

Sales in colour cosmetics achieved healthy value and volume growth in Mexico in 2023. Trends in makeup are being strongly driven by pop culture influences, which are inspiring purchases. For example, we are witnessing a distinct shift away from the "natural look" which dominated in 2021 and 2022, where minimal makeup emphasised skin radiance. In 2023, inspired by cultural phenomena such as the American series Euphoria, or the increasing popularity of Drag Race Mexico?(a spin-off of Ru Paul's Dra...

Euromonitor International's Colour Cosmetics in Mexico 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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