

## **Colour Cosmetics in Tunisia**

Market Direction | 2024-06-06 | 20 pages | Euromonitor

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### **Report description:**

In 2023, a decrease in demand was observed for historical international brands of colour cosmetics in Tunisia, including L'Oreal, Maybelline, and Bourjois Paris, among others. This decline does not signify negative volume growth but rather a slowdown compared to previous years. The shift in consumer preferences can be attributed to the increased availability of new brands imported from various countries, such as Essence, Artdeco, and Revolution. Additionally, there is a rising demand for domesti...

Euromonitor International's Colour Cosmetics in Tunisia 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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