

Colour Cosmetics in Brazil

Market Direction | 2024-07-23 | 37 pages | Euromonitor

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Report description:

Colour cosmetics not only grew in Brazil in current value terms in 2023, but also surpassed its pre-COVID-19 level of sales. A significant driver of this growth was lip products, which had lost relevance during the mask-wearing period, but saw accelerated growth in 2023. Lip gloss, in particular, stood out within this category. A luminous finish for lips has become a major trend amongst fashionistas, spreading as a highly desirable product amongst consumers. Lip gloss is suitable for both daytim...

Euromonitor International's Colour Cosmetics in Brazil 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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