

# Color Cosmetics Market by Target Market (Prestige Products and Mass Products) and Application (Facial Make Up, Lip Products, Eye Make Up, and Nail Products) - Global Opportunity Analysis and Industry Forecast, 2017-2023

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# **Abstracts**

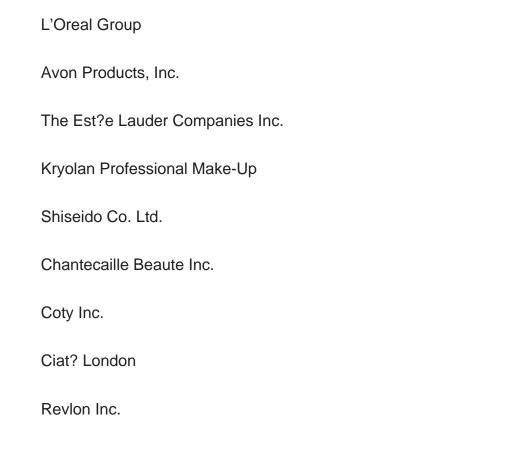
In 2016, the global color cosmetics market was valued at \$5,875 million and is anticipated to grow with a CAGR of 7.4% during 2017-2023 to reach value of \$9,555 million by 2023. Personal beauty care products that improve the physical appearance of an individual are known as color cosmetics products. Various colorants and ingredients are used in cosmetics such as facial make up, lip care, eye make-up, and nail care. These color cosmetics include products such as nail paints, powders, eyeliners, foundations, lipsticks, bronzers, and others.

The global color cosmetics market is driven by increased preference for color cosmetics products in the beauty industry. In addition, increase in disposable income in the emerging economies and rise in the financial independence of working women drive the market growth. However, stringent government norms restrict the market growth. Conversely, the color cosmetics market provides several growth opportunities due to surge in demand for organic color cosmetics products. The color cosmetics market faces a key challenge of maintain the quality of mass color cosmetics products. The global color cosmetics market is segmented based on target, application, and geography. Based on target, it is classified into prestige products and mass products. Based on application, it is categorized facial make up, lip products, eye make up, and nail products. Geographically, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The major players profiled in this study include

Unilever N.V.





#### **KEY BENEFITS FOR STAKEHOLDERS**

The report provides an in-depth analysis of the current trends, drivers, and dynamics of the global color cosmetics market to elucidate the prevailing opportunities and potential investment pockets.

It offers qualitative trends and quantitative analysis from 2016 to 2023 to assist stakeholders to understand the market scenario.

The in-depth analysis of the key segments helps in locating the target markets and their applications.

Competitive intelligence of the industry highlights the business practices followed by key players across geographies as well as the prevailing market opportunities.

The key players in the market are profiled along with their strategies & developments to understand the competitive outlook of the industry.



# **KEY MARKET SEGMENTS**

By Target Market

	Prestige	Products				
	Mass P	roducts				
D A	ali a a ti a a					
ву Арр	olication					
	Facial N	lake Up				
	Lip Products					
	Eye Ma	ke Up				
	Nail Pro	ducts				
By Geo	ography					
	North A	merica				
		U.S.				
		Canada				
		Mexico				
	Europe					
		Germany				
		France				
		Italy				
		UK				



Asia-Pa	acific
	Japan
	China
	South Korea
	India
	Australia
	Rest of Asia-Pacific
LAMEA	Ą
	Brazil
	Saudi Arabia
	Iran
	UAE
	Egypt
	Rest of LAMEA
I AYFR:	S

Rest of Europe

# **KEY PLAYERS**

LVMH Mo?t Hennessy Louis Vuitton SE

Procter & Gamble Co.

Natura Cosm?ticos S.A.



AmorePacific Corporation
The Colgate-Palmolive Company
Henkel AG & Co., KGaA
Mary Kay Inc.
L Brands Inc.

**KOS?** Corporation

(The aforementioned companies have not been profiled in the report, but can be included on request.)



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