

Global Color Cosmetics Market Size study & Forecast, by Target Market (Prestige Products, and Mass Products), by Distribution (Offline, and Online) by Application (Nail Products, Hair Products, Lip Products, Face Products, and Others) and Regional Analysis, 2023-2030

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Abstracts

Global Color Cosmetics Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Color cosmetics encompass a range of pigments used in beauty and personal care products, including makeup, personal hygiene items, hair care products, fragrances, and skincare products. These cosmetics serve the purpose of enhancing one's appearance, defining facial features, and concealing imperfections, ultimately providing a fresh and healthy look. The color cosmetics market has experienced a surge in demand, particularly among the female population. Women have increasingly embraced cosmetic products, leading to the market's growth. This trend can be attributed to factors such as changing beauty standards, increased focus on self-expression, and the desire to achieve a polished and attractive appearance. According to Cosmetics Europe, the personal care association, the European cosmetics market held significant value in 2021, estimated at USD 80 billion at Retail Sales Price (RSP). This figure positions Europe, along with the USA, as one of the largest cosmetics markets globally. Comparatively, the European cosmetics market recorded USD 76.7 billion RSP in 2020, indicating growth in market value from the previous year. This substantial market size demonstrates the significance of Europe as a key player in the cosmetics industry, reflecting the region's consumer demand for a wide range of beauty and personal care products.

Furthermore, the growing emphasis on personal grooming and the adoption of a high-end lifestyle have contributed to the increased consumption of color cosmetics. Consumers now prioritize self-care routines and invest in quality beauty products to maintain their desired aesthetic. Moreover, the rise in purchasing power among consumers has positively impacted the color cosmetics market. With higher disposable income, individuals have the means to afford and indulge in a wider range of beauty and personal care products, including color cosmetics. This increased affordability has driven the market's growth and created opportunities for innovation and product development.

The key regions considered for the Global Color Cosmetics Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The Asia Pacific region is expected to cover substantial market size in global colour cosmetics market, driven by increased demand for skincare products in countries such as China, Japan, and India. These countries have experienced robust economic growth, leading to lifestyle changes and a higher demand for cosmetics for various parts of the body, including the face, body, lips, and eyes.

North America is also anticipated to hold a significant share of the global color cosmetics market. This can be attributed to rapid technological advancements and high disposable income levels in the region. The demand for organic products has driven manufacturers to innovate and introduce new products. The region's strong economic status further supports market growth. Additionally, the presence of social influencers and effective digital marketing techniques through various platforms has contributed to the market's expansion in North America. Promotional activities conducted by prominent companies such as Morphe, Glossier, and Kylie Cosmetics on social media have generated substantial revenue.

Major market player included in this report are:

L'Oréal S.A (Clichy, France)

Unilever (London, U.K.)

Avon Products Inc. (London, U.K.)

Estée Lauder Inc (New York, U.S.)

Shiseido Company, Limited (Tokyo, Japan)

Revlon, Inc. (New York, U.S.)

Coty Inc. (New York, U.S.)

Amway (Michigan, U.S.)

KRYOLAN (Berlin, Germany)

CIAT? (London, U.K.)

Recent Developments in the Market:

In October 2020, Amway India made an exciting addition to its skincare product lineup by introducing the Artistry Signature Select Personalized Serum. This launch marked Amway's entry into the serum segment of the skincare market in India, thereby expanding its product portfolio. The Personalized Serum was designed to offer a customized skincare solution, catering to individual needs and concerns. This new offering allowed consumers to personalize their skincare regimen by selecting specific serum amplifiers that address their unique skin concerns, such as hydration, brightening, firming, or anti-aging.

In October 2020, Coty, a leading beauty company, revealed its plans for the expansion of the direct-to-consumer website for the cosmetic brand Kylie Skin. The expansion was focused on launching the website in the United Kingdom, Germany, Australia, and France. This strategic move aimed to provide Coty with a global presence and enable consumers in these regions to directly purchase Kylie Skin products online. By expanding the brand's reach through e-commerce, Coty sought to enhance consumer purchasing power, improve accessibility to Kylie Skin products, and capitalize on the brand's popularity in the international market.

Global Color Cosmetics Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Target Market, Distribution, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Target Market:

Prestige Products

Mass Products

By Distribution:

Offline

Online

By Application:

Global Color Cosmetics Market Size study & Forecast, by Target Market (Prestige Products, and Mass Products),...

Nail Products

Hair Products

Lip Products

Face Products

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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