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Colour Cosmetics in Nigeria

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Abstracts

Despite poor economic conditions, colour cosmetics recorded a positive performance in 2022. However, most products saw slower retail volume sales due to weaker consumer spending power caused by high inflation, while the high increases in unit prices, drove retail value growth. Nevertheless, key colour cosmetics products such as foundation/concealer, powder, and eye shadow saw moderate volume growth, driven by demand from the growing female population. In addition, despite the conditions, premium...

Euromonitor International's Colour Cosmetics in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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;

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Use five-year forecasts to assess how the market is predicted to develop.

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