

Colour Cosmetics in Ireland

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Abstracts

In 2023, colour cosmetics in Ireland saw positive retail value growth, somewhat driven by rising prices. Inflation in cosmetics was higher in 2023 than in 2022, impacting consumers purchasing decisions across the landscape, resulting in premium colour cosmetics recording a weaker performance than their mass counterpart. Despite this, the performance of the overall category was supported by the declining threat of COVID-19, with a return to socialising, the workplace and events, bolstering sales.

Euromonitor International's Colour Cosmetics in Ireland 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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