

Colour Cosmetics in North Macedonia

<https://marketpublishers.com/r/CA76AA7A434EN.html>

Date: April 2024

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: CA76AA7A434EN

Abstracts

Despite continuing high inflation, and also a falling population, colour cosmetics in North Macedonia registered some volume growth in 2023. However, with prices continuing to rise, consumers adopted some economising behaviours and for instance colour cosmetics/set kits performed well, as consumers look to purchase several products at a lower price per unit. Younger consumers, that is the under 40s cohort, continued to drive value sales.

Euromonitor International's Colour Cosmetics in North Macedonia 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.

Contents

Colour Cosmetics in North Macedonia
Euromonitor International
April 2024

LIST OF CONTENTS AND TABLES

COLOUR COSMETICS IN NORTH MACEDONIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Some volume growth, in spite of rising prices
BB/CC creams register highest volume growth
Continuous product launches keep consumers engaged

PROSPECTS AND OPPORTUNITIES

Discounts drive volume sales
Clean movement gathers momentum
Digital channels play increasing role

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2018-2023
Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 3 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 4 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 5 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 6 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 7 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 8 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 9 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN NORTH MACEDONIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Colour Cosmetics in North Macedonia

Product link: <https://marketpublishers.com/r/CA76AA7A434EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CA76AA7A434EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970