

North America Color Cosmetics Market Analysis (2018-2024)

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Abstracts

The North America Color Cosmetics Market would witness market growth of 8.1% CAGR during the forecast period (2018 – 2024).

Color cosmetics are personal care products, which are used to enhance physical appearance in people. These are Colorants and cosmetics ingredients and are widely used in skin care, make-up, hair care, personal hygiene, and fragrance. The Color cosmetics include products such as foundations, nail paints, powders, lipsticks, bronzers, eyeliners, and others.

The use of color cosmetics is comparatively higher in this region owing to the higher disposable income compared developing regions, high standards of living and willingness to look young among female. The U.S. is the biggest market in the North American market. Moreover, technological advancements in the field of color cosmetics to make color cosmetics last longer further contributed to the market growth.

Based on the Target segment, the Color Cosmetics market is segmented into Prestige Products and Mass Products. Based on application, the market is segmented into Facial Make-up, Lip Products, Eye Make-up, Nail Products, Hair Color Products, Special Effect Products, and Other Applications. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Estee Lauder Inc., Avon Products, Inc., L'Oreal SA, Revlon, Inc., Procter & Gamble (P&G) Company, Unilever, Ciat London, Shiseido Company, Limited, Kryolan Professional Make-Up, and Coty Inc.

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