

Make-Up in Brazil - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/M04FA6DDEAFAEN.html>

Date: December 2021

Pages: 38

Price: US\$ 350.00 (Single User License)

ID: M04FA6DDEAFAEN

Abstracts

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SUMMARY

Make-Up in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up segment consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2020 exchange rates.

The Brazilian make-up market had total revenues of \$1,880.2m in 2020, representing a compound annual growth rate (CAGR) of 2.5% between 2016 and 2020.

Market consumption volumes declined with a CARC of 0.2% between 2016 and

2020, to reach a total of 303 million units in 2020.

Increasing female participation in the job market, a large population between 14 and 30 years of age, and rising levels of socializing are driving market growth.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in Brazil

Leading company profiles reveal details of key make-up market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil make-up market with five year forecasts

REASONS TO BUY

What was the size of the Brazil hot drinks market by value in 2020?

What will be the size of the Brazil hot drinks market in 2025?

What factors are affecting the strength of competition in the Brazil hot drinks market?

How has the market performed over the last five years?

Who are the top competitors in Brazil's hot drinks market?

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