

# **Make-Up in Scandinavia - Market Summary, Competitive Analysis and Forecast to 2025**

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## **Abstracts**

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

### **SUMMARY**

Make-Up in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: 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 Scandinavian make-up market had total revenues of \$1,121.9m in 2020, declining a compound annual rate of change (CARC) of 0.4% between 2016 and 2020.

Market consumption volumes declined with a CARC of 1.6% between 2016 and

2020, to reach a total of 97.6 million units in 2020.

Scandinavia's economic recovery helped to build consumer confidence to spend more on appearance and grooming, which ultimately helped the make-up market to grow.

## **SCOPE**

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

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

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 Scandinavia make-up market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

How large is Scandinavia's hot drinks market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Scandinavian make-up market?
- 7.3. Which companies were the most successful at increasing their market shares during 2016–2020?
- 7.4. Which companies' market shares suffered during the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. L'Oreal SA
- 8.2. IsaDora AB
- 8.3. The Estee Lauder Companies Inc

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Scandinavia make-up market value: \$ million, 2016–20
Table 2: Scandinavia make-up market volume: million units, 2016–20
Table 3: Scandinavia make-up market category segmentation: \$ million, 2020
Table 4: Scandinavia make-up market geography segmentation: \$ million, 2020
Table 5: Scandinavia make-up market distribution: % share, by value, 2020
Table 6: Scandinavia make-up market value forecast: \$ million, 2020–25
Table 7: Scandinavia make-up market volume forecast: million units, 2020–25
Table 8: Scandinavia make-up market share: % share, by value, 2020
Table 9: L'Oreal SA: key facts
Table 10: L'Oreal SA: Annual Financial Ratios
Table 11: L'Oreal SA: Key Employees
Table 12: L'Oreal SA: Key Employees Continued
Table 13: IsaDora AB: key facts
Table 14: IsaDora AB: Key Employees
Table 15: The Estee Lauder Companies Inc: key facts
Table 16: The Estee Lauder Companies Inc: Annual Financial Ratios
Table 17: The Estee Lauder Companies Inc: Key Employees
Table 18: The Estee Lauder Companies Inc: Key Employees Continued
Table 19: Scandinavia exchange rate, 2016–20

## List Of Figures

### LIST OF FIGURES

Figure 1: Scandinavia make-up market value: \$ million, 2016–20

Figure 2: Scandinavia make-up market volume: million units, 2016–20

Figure 3: Scandinavia make-up market category segmentation: % share, by value, 2020

Figure 4: Scandinavia make-up market geography segmentation: % share, by value, 2020

Figure 5: Scandinavia make-up market distribution: % share, by value, 2020

Figure 6: Scandinavia make-up market value forecast: \$ million, 2020–25

Figure 7: Scandinavia make-up market volume forecast: million units, 2020–25

Figure 8: Forces driving competition in the make-up market in Scandinavia, 2020

Figure 9: Drivers of buyer power in the make-up market in Scandinavia, 2020

Figure 10: Drivers of supplier power in the make-up market in Scandinavia, 2020

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in Scandinavia, 2020

Figure 12: Factors influencing the threat of substitutes in the make-up market in Scandinavia, 2020

Figure 13: Drivers of degree of rivalry in the make-up market in Scandinavia, 2020

Figure 14: Scandinavia make-up market share: % share, by value, 2020

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