

Make-Up in Russia

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Abstracts

Make-Up in Russia

SUMMARY

Make-Up in Russia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 retail sales of face make-up, eye make-up, lip make-up and nail make-up. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Russian make-up market had total revenues of \$1,197.4m in 2019, representing a compound annual growth rate (CAGR) of 5.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.2% between 2015 and 2019, to reach a total of 211.8 million units in 2019.

Despite unstable economic conditions and a high inflation rate, the market recorded strong growth during the review period.

SCOPE

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

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

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 Russia make-up market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Russia make-up market by value in 2019?

What will be the size of the Russia make-up market in 2024?

What factors are affecting the strength of competition in the Russia make-up market?

How has the market performed over the last five years?

Who are the top competitors in Russia's make-up market?

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?
- 7.3. Which companies have been most successful in increasing their market shares in the last four years?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the most significant M&A deals in the Russian make-up market over the last four years?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Coty Inc.
- 8.3. Avon Cosmetics Ltd

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: Russia make-up market value: \$ million, 2015-19
- Table 2: Russia make-up market volume: million units, 2015-19
- Table 3: Russia make-up market category segmentation: \$ million, 2019
- Table 4: Russia make-up market geography segmentation: \$ million, 2019
- Table 5: Russia make-up market distribution: % share, by value, 2019
- Table 6: Russia make-up market value forecast: \$ million, 2019-24
- Table 7: Russia make-up market volume forecast: million units, 2019-24
- Table 8: Russia make-up market share: % share, by value, 2019
- 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: Coty Inc.: key facts
- Table 14: Coty Inc.: Annual Financial Ratios
- Table 15: Coty Inc.: Key Employees
- Table 16: Avon Cosmetics Ltd: key facts
- Table 17: Avon Cosmetics Ltd: Key Employees
- Table 18: Russia size of population (million), 2015-19
- Table 19: Russia gdp (constant 2005 prices, \$ billion), 2015-19
- Table 20: Russia gdp (current prices, \$ billion), 2015-19
- Table 21: Russia inflation, 2015-19
- Table 22: Russia consumer price index (absolute), 2015-19
- Table 23: Russia exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Russia make-up market value: \$ million, 2015-19

Figure 2: Russia make-up market volume: million units, 2015-19

Figure 3: Russia make-up market category segmentation: % share, by value, 2019

Figure 4: Russia make-up market geography segmentation: % share, by value, 2019

Figure 5: Russia make-up market distribution: % share, by value, 2019

Figure 6: Russia make-up market value forecast: \$ million, 2019-24

Figure 7: Russia make-up market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the make-up market in Russia, 2019

Figure 9: Drivers of buyer power in the make-up market in Russia, 2019

Figure 10: Drivers of supplier power in the make-up market in Russia, 2019

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in Russia, 2019

Figure 12: Factors influencing the threat of substitutes in the make-up market in Russia, 2019

Figure 13: Drivers of degree of rivalry in the make-up market in Russia, 2019

Figure 14: Russia make-up market share: % share, by value, 2019

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