

South Africa Make-Up Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Make-Up in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2017-21, and forecast to 2026). 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 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 2021 exchange rates.

The South African make-up market had total revenues of \$332.1m in 2021, representing a compound annual growth rate (CAGR) of 4.8% between 2016 and 2021.

Market consumption volume increased with a CAGR of 0.1% between 2016 and 2021, to reach a total of 41.1 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 6.5% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$455.0m by the end of 2026.

SCOPE

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

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

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 South Africa make-up market with five year forecasts

REASONS TO BUY

What was the size of the South Africa make-up market by value in 2021?

What will be the size of the South Africa make-up market in 2026?

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

How has the market performed over the last five years?

Who are the top competitors in South Africa'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 in the South African make-up market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2016-2021)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Revlon Inc
- 8.2. Natura & Co Holding SA
- 8.3. The Estee Lauder Companies Inc
- 8.4. L'Oreal SA

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: South Africa make-up market value: \$ million, 2016-21
- Table 2: South Africa make-up market volume: million units, 2016-21
- Table 3: South Africa make-up market category segmentation: % share, by value, 2016-2021
- Table 4: South Africa make-up market category segmentation: \$ million, 2016-2021
- Table 5: South Africa make-up market geography segmentation: \$ million, 2021
- Table 6: South Africa make-up market distribution: % share, by value, 2021
- Table 7: South Africa make-up market value forecast: \$ million, 2021-26
- Table 8: South Africa make-up market volume forecast: million units, 2021-26
- Table 9: South Africa make-up market share: % share, by value, 2021
- Table 10: Revlon Inc: key facts
- Table 11: Revlon Inc: Annual Financial Ratios
- Table 12: Revlon Inc: Key Employees
- Table 13: Natura & Co Holding SA: key facts
- Table 14: Natura & Co Holding SA: Annual Financial Ratios
- Table 15: Natura & Co Holding SA: Key Employees
- Table 16: The Estee Lauder Companies Inc: key facts
- Table 17: The Estee Lauder Companies Inc: Annual Financial Ratios
- Table 18: The Estee Lauder Companies Inc: Key Employees
- Table 19: The Estee Lauder Companies Inc: Key Employees Continued
- Table 20: L'Oreal SA: key facts
- Table 21: L'Oreal SA: Annual Financial Ratios
- Table 22: L'Oreal SA: Key Employees
- Table 23: L'Oreal SA: Key Employees Continued
- Table 24: South Africa size of population (million), 2017-21
- Table 25: South Africa gdp (constant 2005 prices, \$ billion), 2017-21
- Table 26: South Africa gdp (current prices, \$ billion), 2017-21
- Table 27: South Africa inflation, 2017-21
- Table 28: South Africa consumer price index (absolute), 2017-21
- Table 29: South Africa exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: South Africa make-up market value: \$ million, 2016-21

Figure 2: South Africa make-up market volume: million units, 2016-21

Figure 3: South Africa make-up market category segmentation: \$ million, 2016-2021

Figure 4: South Africa make-up market geography segmentation: % share, by value, 2021

Figure 5: South Africa make-up market distribution: % share, by value, 2021

Figure 6: South Africa make-up market value forecast: \$ million, 2021-26

Figure 7: South Africa make-up market volume forecast: million units, 2021-26

Figure 8: Forces driving competition in the make-up market in South Africa, 2021

Figure 9: Drivers of buyer power in the make-up market in South Africa, 2021

Figure 10: Drivers of supplier power in the make-up market in South Africa, 2021

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in South Africa, 2021

Figure 12: Factors influencing the threat of substitutes in the make-up market in South Africa, 2021

Figure 13: Drivers of degree of rivalry in the make-up market in South Africa, 2021

Figure 14: South Africa make-up market share: % share, by value, 2021

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