

Color Cosmetics Market in Australia 2021

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Abstracts

Color cosmetics is a broad term which encompasses different categories of products for skin, eyes, cheeks and lips. These makeup products enhance overall physical appearance, conceal flaws or define features, making one appear healthier and look more refreshed. The color cosmetics market in Australia is poised to grow by US\$ 458 million from 2021 to 2027, registering a CAGR of 4.5% during the forecast period, according to StrategyHelix. Continuously rising personnel disposable income levels, growing demand for beauty and personal care, increasing consumer health awareness about personal care and fashion trends are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for color cosmetics. The Australia color cosmetics market is segmented on the basis of price range, application, and distribution channel. By price range, the color cosmetics market in Australia has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the color cosmetics market in Australia. Based upon application, the color cosmetics market in Australia is categorized into eye make up, facial make up, lip products, nail products. On the basis of distribution channel, the color cosmetics market in Australia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The key players in the color cosmetics market include Coty Inc., L'Oreal S.A., Revlon Inc., The Estee Lauder Companies Inc.

Report Scope

Price range: prestige product, mass product

Application: eye make up, facial make up, lip products, nail products

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing,

others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Australia color cosmetics market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. COLOR COSMETICS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY APPLICATION

Eye make up
Facial make up
Lip products
Nail products

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

Coty Inc.
L'Oreal S.A.
Revlon, Inc.
The Estee Lauder Companies Inc.
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