

Color Cosmetics Market in Bangladesh 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. A study by StrategyHelix indicates that the color cosmetics market in Bangladesh is expected to increase by US\$ 387 million from 2021 to 2027, garnering a CAGR of 18.7% during the forecast period. 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 Bangladesh color cosmetics market is segmented on the basis of price range, application, and distribution channel. Based on price range, the color cosmetics market in Bangladesh is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of application, the color cosmetics market in Bangladesh has been segmented into eye make up, facial make up, lip products, nail products. By distribution channel, the color cosmetics market in Bangladesh has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The key players in the color cosmetics market include Nior Color Cosmetics, Unilever PLC, Yves Rocher sa.

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 Bangladesh color cosmetics market

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

Pinpoint growth sectors and trends for investment

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Nior Color Cosmetics
Unilever PLC
Yves Rocher sa
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