

Color Cosmetics Market in Ghana 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 Ghana is set to grow at a healthy compound annual growth rate (CAGR) of 7.8% in the next five years, 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 Ghana color cosmetics market is segmented on the basis of price range, application, and distribution channel. By price range, the color cosmetics market in Ghana has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Ghana color cosmetics market in 2020. Based upon application, the color cosmetics market in Ghana is categorized into eye make up, facial make up, lip products, nail products. On the basis of distribution channel, the color cosmetics market in Ghana has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Ghana color cosmetics market were Black Secret Makeup (Berlin Cosmetics Ltd), L'Oreal S.A., 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 Ghana 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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L'Oreal S.A.
The Estee Lauder Companies Inc.
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